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THE NATIONAL NEWSPAPER OF MARKETING

Future Station Deals Under Eye of Court . . .

Consent Decree Wipes Out Station Swap; We'll Still Serve Philly: NBC

Move Seen Strengthening Justice Department Hand in Broadcasting Arena

WASHINGTON, Sept. 22—The first major anti-trust test involving business practices of the television industry ended in a consent settlement today which forces National Broadcasting Co. to dispose of its tv-radio holdings in Philadelphia.

The settlement also gives the Justice Department a voice in future RCA-NBC station purchases in seven other top markets and puts a special burden of proof on NBC in the event it undertakes national spot representation for any independently owned stations other than six it currently represents.

The case stemmed from an exchange in 1955, in which Westinghouse turned over to NBC radio and tv stations in Philadelphia in exchange for NBC's stations in Cleveland, plus $3,000,000.

In a civil complaint filed in December, 1956, the Justice Department claimed NBC forced Westinghouse into the deal by threatening to withdraw NBC network affiliation from all Westinghouse stations.

■ As the settlement was filed today, NBC issued a statement pointing out (1) that the decree does not represent an admission that it is guilty of the charges and (2) that the merits of the case were not passed on in court. NBC emphasized it intends to acquire stations in other major markets, "thus maintaining the station ownership support needed for continuation of effective network service."

It promised that network program service will continue in Philadelphia without interruption.

■ The Justice Department offered no official comment, but officials of the anti-trust division regarded

(Continued on Page 142)

Clupak Budgets $500,000 in Its Inaugural Drive

Company, Owned Jointly by Cluett, Westvaco, to Market 'Stretch' Paper

NEW YORK, Sept. 24—The first advertising campaign for a revolutionary new paper called Clupak (an invention of Sanford L. Cluett, who developed the Sanforized process for textiles) has been launched by Clupak Inc., the company which owns the trademark and patents for the new paper.

Clupak Inc., 530 Fifth Ave., is owned jointly by Cluett, Peabody & Co. and West Virginia Pulp & Paper Co. Its first advertising cam-

(Continued on Page 8)

Measure of Ad Performance Needed, Not 'Circumstantial' Data: Banks

Burnett VP Tells ARF This Is Vital Media Common Denominator

NEW YORK, Sept. 25— Advertisers will not be able to make medium-*vs.*-medium comparisons—television *vs.* magazines, for example—until there is some concrete measurement of the performance of advertisements in each medium.

Seymour Banks, vp in charge of media planning and research, Leo Burnett Co., Chicago, emphasized this point today in a talk to the annual conference of the Advertising Research Foundation.

Mr. Banks was giving a progress report on the work done by the ARF's audience concepts committee, of which he is chairman.

The committee, Mr. Banks reported, feels it is time for advertising media to go beyond mere measurement of their audiences.

"By this," he explained, "we mean that all media data which are essentially purely media data —whether they be circulation, audiences, frequency of exposure, etc.—merely produce circumstantial evidence, from which one is supposed to draw inferences as to the performance of advertisements.

"We felt that the most meaningful way of providing cost-per-1,000 media data is on the basis of direct measurement of the performance of advertisements in their media context."

■ Mr. Banks added:

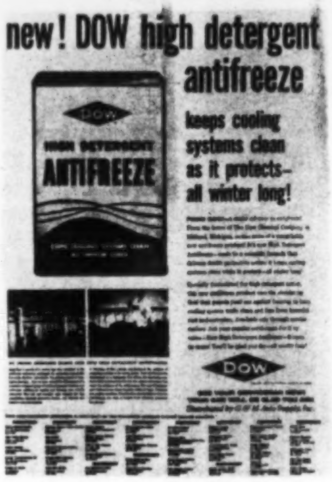
"We hear a great deal about authority, prestige and editorial

(Continued on Page 142)

R.O.P. Color Grows

The newspaper business is booming, and r.o.p. color is growing bigger and better, Advertising Age reports in a special section, beginning on Page 57.

The section includes AA's review of newspaper programs in the past year and an up-to-the-minute report on where r.o.p. color stands today. The finding: top advertisers and agencies are learning how to use r.o.p. better.


new! DOW high detergent antifreeze
keeps cooling systems clean as it protects—all winter long!
DOW
HIGH DETERGENT
ANTIFREEZE
DOW

DOW ANTI-FREEZE—*Dow Chemical Co. is promoting its new brand of antifreeze with large space newspaper ads like this one in Spokane, Boise, Erie, Hartford and Brockton. Radio spots also are being used.*

Dow Chemical Tests Own Anti-Freeze in Five Markets

MIDLAND, MICH., Sept. 22—Dow Chemical Co. is test marketing its own new brand of anti-freeze for cars and vehicles in five markets.

The chemical giant, which has been a major supplier of private label anti-freezes since 1952, is testing Dow High Detergent antifreeze in Spokane, Boise, Erie, Hartford and Brockton, Mass. Large-space newspaper ads and radio spots are being used.

MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.

■ The new product is being marketed in two sizes—a 1 qt. can which sells for 85¢ and a 1 gal. can which costs $3.25. The ads state that the product was developed after 25 years of research, and the headline claims that High Detergent "keeps cooling systems clean as it protects—all winter long."

Results of the test marketing will determine if the product will be distributed nationally, Dow said. #

Personal Products Ad Code's Okay with Bates

Preparation H Agency Lauds Effort to Build More Respect for TV

(Full text of report is on Page 96)

NEW YORK, Sept. 25—Ted Bates & Co., the agency for Preparation H, Carter's Little Liver Pills, Freezone, Arrid, Nair, Anahist, Anacin and a long list of other so-called "personal" products, said today that it is in complete agreement with the efforts of the National Assn. of Broadcasters' tv code board to improve the quality of commercials in the more sensitive areas.

"The agency has always felt it was in the best interests of all advertising to maintain standards that build increasing respect for the tv medium," the statement said. "Any differences that may arise as may happen in undertakings of such broad scope were held not insurmountable in view of the prime consideration—to insure proper and yet effective use of this medium."

Bates made the statement when queried about the agency's reaction to the tv code review board's suggestions for upgrading tv commercials in the field of laxatives, deodorants, depilatories, toilet tissues, corn and callus removers, cold and headache remedies and foundation garments (AA, Sept. 21).

Long a successful advocate of the hard-sell school of advertising, which some critics find more grating on television than in other

(Continued on Page 141)

McCann Enters Australia; Buys 'No. 3' Agency

Move Seen as Effort to Overtake JWT in Overseas Business

NEW YORK, Sept. 25—McCann-Erickson has invaded Australia, where it finds itself looking up at a familiar rival—J. Walter Thompson Co.

In press conferences held yesterday in New York and Sydney, McCann announced the acquisition of Hansen-Rubensohn Pty. Ltd., which it called the third largest agency in the continent "down under."

A new company, Hansen Rubensohn-McCann-Erickson Pty. Ltd., has been organized. It will be headed by Australians. Sim Rubensohn, who co-founded the agency in 1928, will continue as governing director. John Bristow and William Lockley will continue as managing director and general manager, respectively.

At the same time, McCann has dispatched one of its top international executives to Australia. He is Arthur L. Grimes, exec vp of McCann-Erickson Corp. (International), who is slated to spend the

(Continued on Page 141)

Date to Be Set for Suits Against Food Advertisers

'Class Suit' Ruling Opens Door to Actions Against 10 Big Companies

CHICAGO, Sept. 25—A pre-trial hearing will be held Monday (Sept. 28) before Judge William J. Campbell in U.S. district court here, at which time Judge Campbell will set a deadline for wholesale and retail grocers in this area to enter a $3,000,000 anti-trust suit brought against three major food manufacturers by two wholesale and 23 retail grocers in this area.

Judge Campbell ruled last week that the case was a "class" suit and that any retail grocer in the Chicago area in competition with Great Atlantic & Pacific Tea Co., or any wholesale grocer here that sells products made by the three defendant companies—General Foods Corp., Hunt Foods and Morton Salt Co.—to retail stores, could enter the suit and claim damages (AA, Sept. 21).

The U.S. court of appeals last year (AA, Aug. 4, '58) ruled that General Foods, Hunt and Morton Salt had failed to prove in the lower court that their payments to *Woman's Day* for advertising were available proportionately to other grocery retailers in competition with A&P in accordance with Section 2(d) of the Robinson-Patman Act. The high court said the three suppliers should be required to do this, and remanded the case back to Judge Campbell for him to determine if it was a "class" suit

(Continued on Page 146)

Last Minute News Flashes

American Express Consolidates Account at B&B

NEW YORK, Sept. 25—American Express Co. has named Benton & Bowles to handle the travel, foreign freight and field warehousing parts of its advertising account, which have been with Kelly, Nason Inc. B&B already has American Express travelers checks, money orders, credit cards and other advertising.

Morton Succeeds Smith at 'American Weekly'

NEW YORK, Sept. 25—Jim Morton has been named to succeed Thor Smith at *The American Weekly*. Mr Smith resigned as vp for publisher services over "policy conflicts." Mr Morton was Mr. Smith's assistant.

Columbus Fabrics Names McCann-Erickson

COLUMBUS, O., Sept. 25—Columbus Coated Fabrics Corp. will move its $400,000 account from Mumm, Mullay & Nichols to the Cleveland office of McCann-Erickson Dec. 1.

Elizabeth Arden Names Hockaday Associates

NEW YORK, Sept. 25—Elizabeth Arden Sales Corp. has appointed Hockaday Associates to handle advertising for all products and for its beauty salons. An expanded program is planned. No new agency has been appointed as yet to handle Helena Rubinstein's Tree of Life cosmetics, resigned recently by Hockaday.

(*Additional News Flashes on Page* 141)

Goodrich Names FC&B, Streamlines Ad Setup

U.S. Agency Lineup Is Cut from Five to Three; Corporate Ads to BBDO

AKRON, Sept. 23—Don C. Miller, formerly senior vp of Kenyon & Eckhardt, moved into B. F. Goodrich Co. earlier this year as vp-marketing, and today Madison Ave. felt the impact of his stewardship.

Goodrich, which operates through nine divisions, is tightening up its organization.

National advertising is being centralized in a new corporate advertising department.

The agency roster is being cut from five to three. Three agencies are being dropped, and a new one is being added.

As of Jan. 1, Goodrich's agency lineup will be as follows:

Batten, Barton, Durstine & Osborn—passenger tires, corporate and international advertising;

Griswold-Eshleman—all industrial advertising;

Foote, Cone & Belding—home and family products advertising.

■ Goodrich, the world's fourth largest rubber company, spent an estimated $11,500,000 in advertising in 1958. Based on past spending, the commissionable billings might break down roughly as follows: BBDO, $5,000,000; FC&B, $2,500,000; Griswold-Eshleman, $2,000,000.

However, the company plans to increase its national advertising next year, and ADVERTISING AGE was told it is too early yet to tell how the billings will break down.

BBDO's portion is likely to exceed $5,000,000. J. Ward Keener, president of Goodrich, noted today that BBDO will play "a leading role" in the development of the general corporate campaign.

"BBDO," he said, "has the facilities we require and has also shown exceptional interest in our company and our advertising and

(Continued on Page 141)

Can't Get Off the Pad . . .

Vanguard Slaps $15,000,000 Suit on 5 Tobacco Makers

Prints Own Tabloid to Relate Story of N. Y. Ad 'Blackout'

NEW YORK, Sept. 23—Bantob Products Corp., maker of non-tobacco Vanguard cigarets, today filed a $15,000,000 damage suit against American Tobacco, Liggett & Myers, P. Lorillard, Philip Morris and R. J. Reynolds Tobacco companies. Vanguard today also amended a complaint against *Tobacco Leaf*, a business publication, and increased its claim from $500,000 to $10,000,000.

Filed in U. S. district court here, the action against the tobacco companies charged conspiracy and restraint of trade and alleged that "no major newspaper, radio or television station" in the New York area would accept Vanguard advertising because the media were threatened by the five defendants with "withholding" their cigaret advertising if they accepted Vanguard copy.

The suit added that the defendants "purchased from the major television stations in the metropolitan New York area all available time" covering Vanguard's scheduled entry in the New York market Sept. 17.

■ At a meeting held this morning to apprise reporters of Bantob's legal step, Gerald M. Schaflander, president, asserted that "the tobacco companies and their advertising agencies blackjacked the media, and we're ashamed the

(Continued on Page 142)

$10,000,000 Haffa Suit Claims Libel on 'Playhouse 90'

CHICAGO, Sept. 24—Eight sponsors of "Playhouse 90," Columbia Broadcasting System and CBS Television have been named in a $10,000,000 libel suit filed in superior court here by industrialist Titus Haffa.

The suit was filed as a result of a tv program, "Seven Against the Wall," depicting the St. Valentine's Day massacre in 1929—a gangland slaying during which seven men were killed.

During the broadcast a newspaper was shown with the headline: "Titus Haffa Gets Two Years." The suit charges the headline was not related to events in the play, and had the effect of wrongfully defaming Mr. Haffa and unnecessarily exposing him to public embarrassment.

Sponsors named in the suit are Kimberly-Clark Corp., Allstate Insurance Companies, American Gas Assn., Peoples Gas Light & Coke Co., Northern Illinois Gas Co., North Shore Gas Co., Renault and R. J. Reynolds Tobacco Co. The program was shown twice—Dec. 11, 1958, and July 9, 1959.

■ In 1929, Mr. Haffa was sentenced to two years in prison for violation of the Prohibition act. He served one year and was subsequently given a Presidential pardon.

Mr. Haffa today controls a number of industrial plants, including Haber Corp. and Dormeyer Corp. He is also chairman of the board and president of Webcor. #

YOU DON'T CUT DOWN ON YOUR SMOKING... THE BIG DUKE FILTER DOES IT FOR YOU
Duke
Introducing
NEW DUKE...
with the first and only King-Size Filter

NEW DUKE—*First ads for Liggett & Myers' new king-size filter, Duke, break Sept. 28 in Atlanta, Boston and Cincinnati (AA, Sept. 14), with McCann-Erickson, the Duke agency, tossing a new copy theme into the cigaret derby: "You don't cut down on your smoking . . . the big Duke filter does it for you."*

MASA to Move Its Headquarters to Washington

Mail Group Asks U.S. to Study Canada P.O.; Andrews Elects President

MONTREAL, Sept. 18—The move to Washington was joined today by the Mail Advertising Service Assn. International. After a heated floor battle which highlighted MASA's 38th annual convention here, members approved a board of directors action in planning to move association headquarters from Detroit to Washington by mid-1960.

Although the planned move had been approved by the board earlier in the year, a number of members—primarily from the midwest and western states—waged a floor fight to upset the board's decision. In the end, however, the new location was approved by unanimous vote.

(Continued on Page 142)

'Dissatisfied Man' Is Product of Advertising, Hayakawa Declares

PALO ALTO, Sept. 22—One of the nation's top authorities on semantics today told some 400 delegates to the 3rd annual Westinghouse Broadcasting Co. conference on local public service programming that advertising has no "ethical goal" but seeks only to produce the "dissatisfied man."

S. I. Hayakawa, expert on language and its use and professor at San Francisco State College, in an ad lib addition to his prepared speech, reviewed the role of communications in world affairs.

"Each aspect of our world," he said, "has an ethical goal. Government seeks to make us a law abiding citizenry; education aims to produce awareness; religion directs itself toward establishing morality.

"Advertising, however," he continued, "has no ethical goal and attempts only to produce the dissatisfied man, whose dissatisfaction can be cured—advertisers hope—by the purchase of specific products; dissatisfaction so that people will buy more.

"Within this framework," the semanticist declared, "television as an industry is a maverick. Its work and accomplishments can be the conscience of all communications."

■ The tv tube, Mr. Hayakawa told the broadcasters, "is the greatest advance in communications since the invention of printing."

Robert Foreman, exec vp in charge of creative services, Batten, Barton, Durstine & Osborn, New York, passed along this opinion during a major panel discussion on "The Individual & the Idea." Members of the panel, in addition to Mr. Foreman, were Saul Bass, Los Angeles designer; Frank Baxter, University of Southern California professor; Carl Haverlin, president of Broadcast Music Inc.; Fred Friendly, executive producer, Columbia Broadcasting System, New York, and Marc Connelly, playwright.

During the panel discussion of conformity vs. non-conformity, Mr. Foreman declared that "we need the non-conformist in this business, but our major problem always is in selling the ideas the non-conformist produces.

"Our greatest opportunity," he said, "rests in being creative in

(Continued on Page 143)

Fougera, Schering, Nordson Set Agency Assignment Shifts

NEW YORK, Sept. 24—Ethical drug accounts are on the move again.

• E. Fougera & Co., Hicksville, N. Y., has appointed Johnson & Lanman here to handle its advertising, effective Jan. 1. The present agency is L. W. Frohlich & Co.

• Schering Corp., Bloomfield, N. J., one of the nation's major pharmaceutical producers, has assigned two new products to Sudler & Hennessey. This gives Sudler & Hennessey a total of three Schering products. The bulk of Schering's business continues at L. W. Frohlich, although another agency, Cortez F. Enloe Inc., also has new product assignments.

• In another change, Nordson Pharmaceutical Laboratories, New York, has appointed William Douglas McAdams Inc., New York, to handle advertising for Ergomar. Sudler & Hennessey is the previous agency. #

Brown Awarded Top Ad Post at Corn Products

NEW YORK, Sept. 25—Corn Products Co., a $22,000,000 advertiser, confirmed today that Albert Brown will be the corporation's chief advertising officer (AA, Aug. 31).

The ad departments of the company's two divisions—Corn Products Sales and Best Foods—have been combined, and Mr. Brown has been named to head the new unit, although he will retain his old title, vp for advertising of the Best Foods division.

Edmund Stefenson

Albert Brown

Mr. Brown joined Best Foods 35 years ago after graduation from Dartmouth College.

■ Reporting to Mr. Brown will be Edmund Stefenson, director of advertising, and four advertising managers—William E. Hecht, F. Bruce Hamilton, Robert A. Dobbin and John Gray. In effect, the company is adopting a brand manager type of organization.

Mr. Stefenson joined the company a month ago. He was formerly with Cunningham & Walsh. Mr. Hecht was ad director of Corn Products for many years prior to the company's merger with Best Foods last year, and Mr. Dobbin was his assistant. Messrs. Hamilton and Gray were assistants to Mr. Brown in the Best Foods organization. #

Highlights of This Week's Issue

Last week three documents *of importance to the advertising industry were issued. These were the NAB code review board's report on personal products advertising, the Treasury department's latest ruling on deductibility of institutional ads and the U.S. district court's ruling that the anti-trust suit brought against Hunt Foods, General Foods, and Morton Salt was a "class" suit.*

Because of their importance, ADVERTISING AGE *presents the full texts of these documents on Pages 96, 8 and 146.*

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Eight sponsors of "Playhouse 90," Columbia Broadcasting System and CBS Television have been named in a $10,000,000 libel suit filed in superior court by industrialist Titus Haffa .... **Page 2**

Jantzen will launch its winter resort campaign, built around the theme "Just wear a smile and a Jantzen," in the November issues of Harper's Bazaar, New York Times Magazine, The New Yorker and Vogue. .... **Page 3**

Klau-Van Pietersom-Dunlap appoints Robert D. Nord vp and manager of its agricultural division, succeeding Lyle C. Abbott who resigned to join Gardner Advertising. .... **Page 3**

Robert C. Miller, California marketer, test markets a new laundry detergent, Toss. .... **Page 3**

Chrysler Corp. appoints Theodore Teegarden advertising manager of its new Valiant and names John R. Cooper sales promotion manager. .... **Page 3**

Gaines dog research center, affiliate of General Foods Corp., reports dog owners are spending $500,000,000 a year for their pets. .... **Page 3**

General Foods Ltd., Toronto, appoints Anthony Z. Pengelly director of advertising and sales promotion. .... **Page 4**

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The 1960 Oldsmobile will be unveiled to the public over ABC-TV and CBS-TV Sept. 29 .... **Page 55**

The Chicago American changes its name to Chicago's American .... **Page 79**

Nicholas Samstag, director of promotion at Time Inc., tells Direct Mail Advertising Assn. convention that admen could learn a lot by studying Nikita Khrushchev's bag of tricks .... **Page 83**

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Magazines Carry Load in Jantzen 'Smile' Campaign

Portland, Ore., Sept. 23—"Just wear a smile and a Jantzen"—that's the womanly-wise advice to be expounded in the 1959-60 campaign for Jantzen swimwear.

The consumer campaign will start in November, marking the first time the company has advertised swimwear during the winter months. Four magazines—*Harper's Bazaar, New York Times Magazine, The New Yorker* and *Vogue*—will carry the winter resort campaign. In the spring, five more magazines—*Glamour, Life, Mademoiselle, McCall's* and *Seventeen*—will be added to the media list.

The smile slogan—as explained by the agency, Hockaday Associates—is a theme of "confidence and unspoken promise." With a Jantzen accessorized by a smile, "what else does a girl need?" the agency asks.

The smile theme has been turned loose on the entire campaign, from consumer and trade ads through ten different store promotions, even to a movie and a song.

▪ In the consumer ads, the slogan is illustrated by a large photo of a bathing belle wearing her smile and her Jantzen. The photo is cropped just above the smile and just below the Jantzen.

Copy in each ad indicates that it is the Jantzen fashion that gives rise to the smile, because in a Jantzen a woman is "a contented siren, all curves and nice insinuation," according to one ad.

In another innovation, company salesmen are selling Jantzen to stores not by line but by fashion categories, with each category backed by a national ad and a complete store promotion.

The ten store promotions planned are mat services, radio spots, display ideas, elevator cards, stream-

(*Continued on Page* 146)

Set Up Huge Ad Fund, Jones Tells Home Builders

MJ&A President Sees $8,000,000 Kitty Based on $5 Per Housing Start

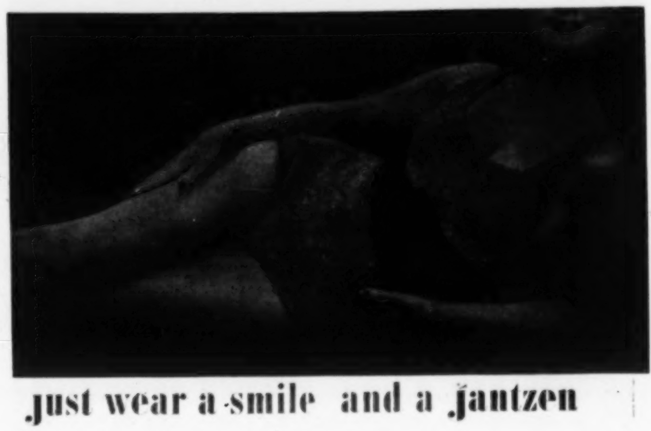
St. Louis, Sept. 24—The trouble with the home building field is that home builders are merchandising houses rather than discontent, Ernest A. Jones, president of MacManus, John & Adams, said here today.

The hard-hitting Mr. Jones urged members of the executive marketing board of the National Assn. of Home Builders to set up a multi-million dollar advertising fund to make Americans "discontent with living in antiquated, impractical, uneconomical homes."

"As long as thousands of prosperous Americans are allowed to remain contented with old-fashioned housing, then the building industry will continue to see its business—or what should be its business—diverted by a host of other smart merchandisers who are on the trail of the better housing dollar," Mr. Jones said.

▪ "Until the ownership of a fine home is returned to the status it once held in America; until the

(*Continued on Page* 39)


just wear a smile and a jantzen

CONTENTEDLY SIRENISH—*Jantzen opens its resort campaign with ads in November issues of Harper's Bazaar, New York Times Magazine, The New Yorker and Vogue.*

Latecomers Still Join Parade of TV Specials

P&G Buy of Two-Part 'Sammy' Dramatization to Push Only One Brand

New York, Sept. 24—Most of the specials business at the tv network, was lined up early this season (AA, Aug. 3), but sales of this kind are still trickling in.

In a season characterized by segmented sponsorship, Procter & Gamble has moved in the opposite direction with the purchase of two hour specials for a single product.

P&G bought the two-part dramatization of Budd Schulberg's "What Makes Sammy Run." The show will be seen in the "Sunday Showcase" spot on NBC Sept. 27 and Oct. 4 at 8 p.m., EDT. All the commercial time on both these hours will be devoted to Crest toothpaste. The buy was made through Benton & Bowles.

Lee Rich, B&B vp, said the two-part drama was bought as the focal point of a concerted push for Crest. The two one-shot buys, he pointed out, are surrounded by a number of Crest participations on various new ABC and NBC shows. Crest is doing very well in sales these days and may have some extra ad dollars.

▪ Like other major advertisers, P&G usually spreads the cost of its regular series—even half-hour shows—over two, three and sometimes four products.

Mr. Rich termed these hour shots for a single P&G product a "Benton & Bowles first, of which we are very proud." Another source within the agency indicated that Crest got very "opportunistic buys" on these shows; this informant left the impression that the price was a very attractive one.

▪ The other sales good news for

(*Continued on Page* 40)

KVPD Promotes Nord as Abbott Joins Gardner

Milwaukee, Sept. 22—In the wake of the shift, earlier this month, of the $1,000,000 Deere & Co. account from Klau-Van Pietersom-Dunlap to Gardner Advertising Co. (AA, Sept. 7), an important personnel change took place at KVPD.

The agency announced that Robert D. Nord has been named vp and manager of its agricultural division. He succeeds Lyle C. Abbott, who resigned to join Gardner Advertising in an executive capacity. At Gardner Mr. Abbott will work on the Deere & Co. and other agricultural accounts.

Robert Nord **Lyle Abbott**

Mr. Abbott had held the agriculture post at KVPD for more than a year; he succeeded Donald D. Dilworth, who left to join Deere & Co. as assistant advertising director (AA, May 5, '58).

▪ Mr. Nord has been with KVPD since 1956 when he joined the agricultural division after serving as an information specialist for the South Dakota agricultural extension service.

KVPD resigned the Deere account after it decided that it conflicted with Allis-Chalmers Mfg. Co., which KVPD added as a client last March (AA, March 30). #

California Marketer Tests Toss; Will Pick Agency for New Detergent

Toss Is Packaged in 'Unit of Use' Quantities Inclosed in Soluble Film

Los Altos, Cal., Sept. 23—A uniquely packaged new laundry detergent called Toss is now being test marketed throughout California by Techno-Economic Services prior to selection of an agency and the start of an ad campaign.

Developed by Robert C. Miller, whose Techno-Economic Services offers counseling, consultation and project studies for industry and government in the field of economic research, Toss is a "unit of use" detergent packed in a water soluble film. It dissolves completely within one minute of being "tossed" into a washing machine.

▪ "Each packet of Toss," Mr. Miller explains, "contains the scientifically determined amount of high quality, medium sudsing detergent to give the cleanest wash possible under average conditions in either front-loading or top loading machines. It is also suitable for use in washer-dryer combinations and in wringer washers.

"Just as soon as we feel we have obtained at least 60% distribution in the two major California markets, north and south," Mr. Miller continued, "we will select an agency and start promotion in these markets.

"Although no budget has been allocated or actual ad plans determined," Mr. Miller told **Advertising Age**, "the initial campaign will emphasize point of purchase promotion, and there will be ex-

(*Continued on Page* 49)

It's Dog Week . . .

$350,000,000 in Dog Food Ain't Just a Woofing

Gaines Research Center Says Canine Consumption Over-all Is $500,000,000

New York, Sept. 22—Dog owners are spending $500,000,000 a year for their pets, Gaines dog research center, an affiliate of General Foods Corp., reported today, as the annual observance of National Dog Week got under way.

Dog food alone accounted for nearly $350,000,000 in 1958, the center reported, as the dog population passed the 26,000,000 mark, an alltime record. Dog owners spent another $25,000,000 on dog accessories, such as grooming aids, leashes and collars. Dog licenses cost more than $35,000,000, and

(*Continued on Page* 146)

'Closed Set' of Brands Explained to ARF; It's Statistical Perpetual Motion

Lipstein Tells Setup—Switchers Shift Only to Your Other Brand

New York, Sept. 25—The annual conference of the Advertising Research Foundation gets more Pavlovian every year.

That is, each year the speakers seem to become bolder in outlining how market researchers, working with their algebraic equations and mathematical models, are steadily taking the "art" out of marketing and reducing it to laboratory manipulation.

ARF Meeting

Today's meeting—the ARF's fifth annual conference—produced a fresh shape of reasoning along these lines. For example:

• Benjamin Lipstein, associate research director of Benton & Bowles, reported that use of a Finite Markov Chain helps eliminate "some of the mystery surrounding the whole field of brand loyalties."

• Gerald B. Tallman, associate professor at the school of industrial management of Massachusetts Institute of Technology, reported that it is now possible to construct mathematical models of marketing patterns that would enable a stymied management to feed problems into a computer and receive answers "almost instantaneously."

▪ The Finite Markov Chain touted by Mr. Lipstein is a mathematical probability model "useful for representing a simple sequence of data." In Mr. Lipstein's hands, the model is used to plot changes in brand usage.

For example, one graph presented by Mr. Lipstein showed that consumers shift from Brand B to Brand A and Brand C; there was also interchange between A and C. However, "once consumers leave

(*Continued on Page* 143)

Teegarden, Cooper Appointed to Valiant Ad, Promotion Posts

Detroit, Sept. 23—On the heels of announcing and revealing some details of its new Valiant in Miami last weekend Chrysler Corp. quickly put on view its merchandising plans, naming Theodore Teegarden as advertising manager of Valiant and John R. Cooper as sales promotion manager.

John Cooper **Ted Teegarden**

Both appointments were announced by Jack W. Minor, director of marketing for the recently formed Plymouth-De Soto-Valiant division of Chrysler.

• Mr. Teegarden began his advertising career while attending Indiana University, when he was an announcer for WKMO, Kokomo, in 1947-48. After graduating in 1951 he joined J. Walter Thompson Co. as a copywriter. Later he was with Maxon Inc., Detroit, and then joined MacManus, John & Adams, Bloomfield Hills, as an account executive. He has been with MJ&A from 1955 until moving to his new post with Chrysler.

• Mr. Cooper joined Chrysler as a special event representative with Plymouth in January, 1957, and in June of that year moved to the sales promotion staff. He had previous experience in advertising in Chicago with Leo Burnett Co. He attended Northwestern University and has been in service with the U. S. naval air force. #

ERIC G. LARSON *has been named advertising manager of TV Guide, a new post. Promotion director for the past year and a half, he was formerly manager of the publication's Detroit and Michigan state editions.*

Pengelly Named Ad Director of General Foods Ltd.

TORONTO, Sept. 22—Anthony Z. Pengelly has been appointed director of advertising and sales promotion of General Foods Ltd., Toronto.

Mr. Pengelly succeeds Frederick L. Wood, who has been named vp and general manager of Hostess Products Ltd., Preston, Ont., a company which will officially pass into the hands of General Foods Oct. 1 (AA, Sept. 21).

Mr. Pengelly joined General Foods in June, 1954, as product manager for the Jell-O group of products. He was appointed product group manager in September, 1957.

Mr. Wood joined General Foods in 1951 after holding several important executive positions in the food industry. E. W. Vanstone, former president of Hostess, will remain as a consultant. No other changes will be made at present. The management team of Hostess, which formerly reported to Mr. Vanstone, now will report to Mr. Wood.

At the same time, General Foods announced an expansion of its marketing staff by naming two new product group managers and new responsibilities for other members of the team.

William Inch, former product group manager, has been appointed to the newly created position of advertising services manager. Joseph Doyle, marketing research manager, undertakes the additional responsibility of directing operations of General Foods kitchens in Canada.

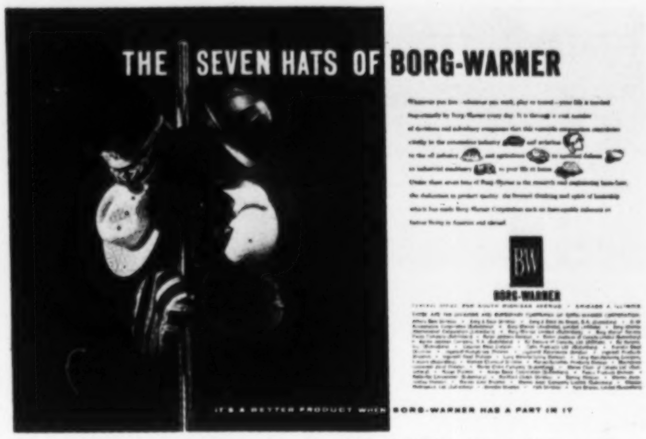
■ The two product group managers appointed are Robert S. Hurlbut and Henry W. Pykala, both of whom joined the company in 1956. Mr. Hurlbut is assigned to a product group including Maxwell House coffees (instant and regular), Sanka, Minute Rice and Gaines dog food.

Mr. Pykala will be responsible for the marketing of such products as the Jell-O family, Post cereals, Walter Baker products and Certo.

Mr. Pengelly said that the expansion of the Canadian market made necessary the increase of the number of product managers at General Foods from eight to ten. #

Two Join Johnson & Lewis

Ralph Davis has joined the contact department of Johnson & Lewis Advertising, San Francisco, as an account executive, and William C. Hackney has joined the J&L copy staff. Mr. Davis was formerly a partner in Bowder & Davis Advertising, Houston. Mr. Hackney was formerly with Garfield, Hoffman & Conner, San Francisco.


THE SEVEN HATS OF BORG-WARNER
BW
BORG-WARNER
IT'S A BETTER PRODUCT WHEN BORG-WARNER HAS A PART IN IT

CAMPAIGN OF THE SEVEN HATS—*Headlined "The seven hats of Borg-Warner" and featuring same, this color spread dramatizes the scope of activities served by the 31 divisions and subsidiary companies of Borg-Warner Corp. It will break in the Oct. 12 U.S. News & World Report and also will appear in the Oct. 19 Time and the Oct. 24 Business Week. A half-page b&w version will run in the Wall Street Journal. These ads will be forerunners of a series emphasizing Borg-Warner's versatility. Clinton E. Frank Inc., Chicago, handles the account.*

Distillers May Fight Proposed Kentucky Bourbon Promotion

LOUISVILLE, Sept. 22—Opposition by many of this state's distillers and bottlers of whisky is expected to develop over a proposed new regulation of the Kentucky department of beverage control to an increase in the present state tax on straight bourbon.

The added revenue would be used for promotional advertising "in such national and international media as the department may determine, to aid in the preservation and enhancement of the prestige of Straight Kentucky Bourbon."

The new regulation, proposed by Alfred S. Portwood, commissioner of the state's alcoholic beverage control department, would "provide for 5¢ per case for each 3 gal. case, and 4¢ for each two and four-tenths gal. case." Funds not required for enforcement would be used for the promotional program.

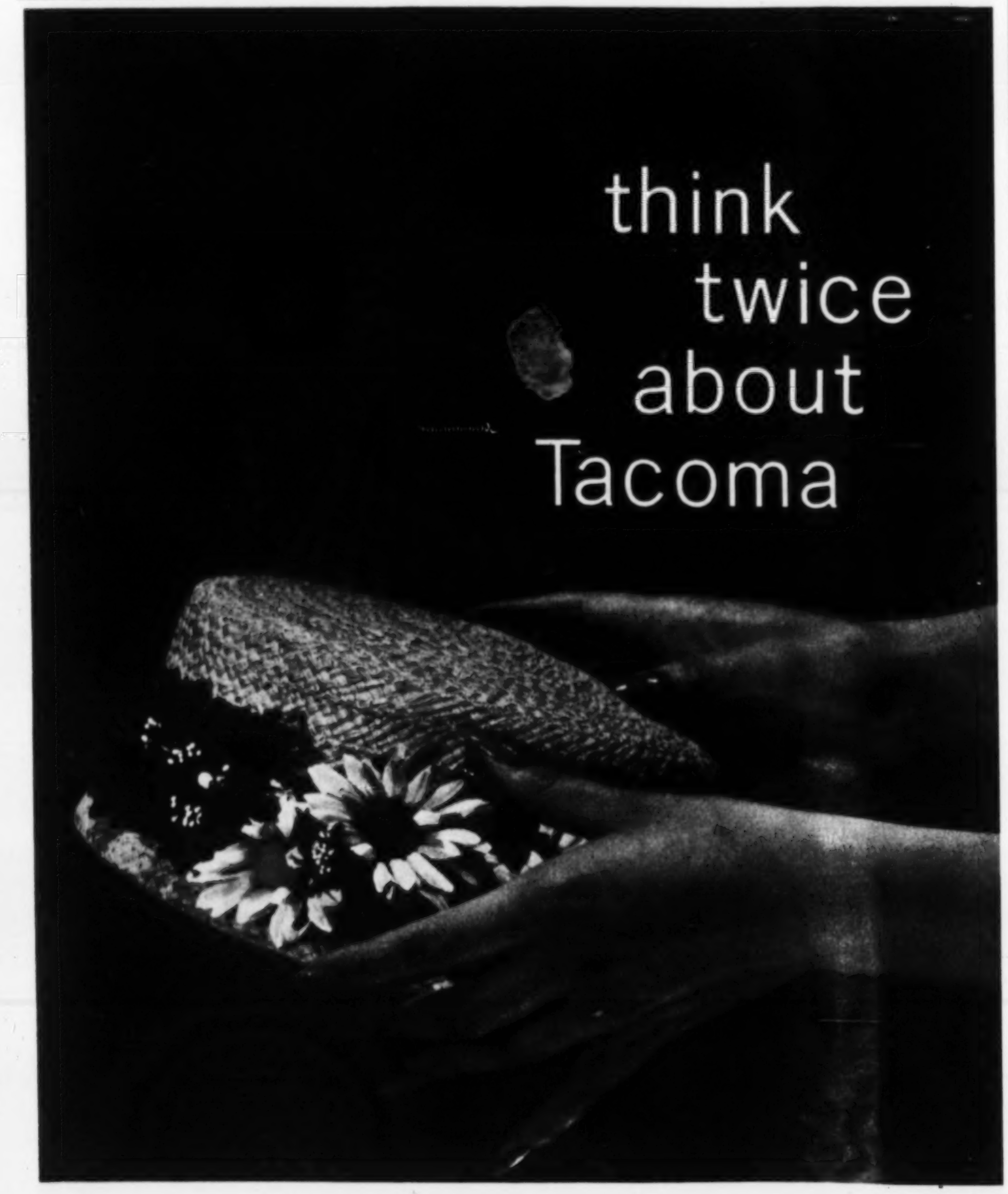
It is not known what the cost of enforcement will be, but a number of more prominent distillers are expected to file protests on or before Oct. 1, the date for a hearing on the proposed new regulation.

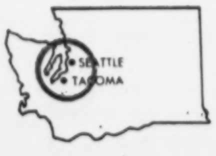
■ The protests are said to hinge on the fact that several large distillers maintain large warehousing and bottling plants in Jeffersonville, Ind., across the Ohio River from this city, and whisky bottled in these plants would be deprived of use of the special strip tax stamps certifying that the whisky is "bonded Kentucky bourbon, distilled and aged and bottled in Kentucky under the supervision of the Commonwealth of Kentucky."

Under a provision of the proposed new regulation, "a committee of five members of the distilling industry shall be appointed by the alcoholic beverage control commissioner to assist in the advertising program." #

Leslie Spice Names D-F-S

Leslie Spice Islands Sales Co., San Francisco, has appointed Dancer-Fitzgerald-Sample to handle its advertising, effective Oct. 15. Leslie Spice announced that it had ended its relationship with Foote, Cone & Belding "by mutual agreement."





Puget Sound is your No. 1 target in Washington State. To do the job right you need full coverage in Tacoma (a Burgoyne Test City).

THINK! You miss a lot of sales potential unless Tacoma gets the message. Metropolitan Tacoma will buy more than $14,000,000 worth of apparel this year, foods worth more than $95,000,000; close to $350,000,000 in total retail sales.

THINK! You can *not* cover Tacoma with any outside newspaper—or with any combination. More than [illegible]8,000 Tacoma families take the News Tribune *exclusively*. That makes it a "must buy" on every schedule. (Total circulation now almost 85,000).

Ask the man at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

THE ABC'S OF REPORTING FOR RADIO-ELECTRONICS ENGINEERS:

make it Authentic Basic Current

Radio-electronics engineers are doing a lot these days . . . and they demand a lot in a publication that serves their special interests. That's why **Proceedings of the IRE** rates so highly with them. Proceedings strives to bring them the most up-to-date news of their industry to date.

Because of this, **Proceedings** is read and re-read every month by 54,557 (ABC) of the most informed radio-electronics men in the field. If you buy space in the area of radio-electronics, here's one group you can't afford to miss. The continual use of **Proceedings** means additional exposure and more effective product coverage for you!

Advertising in **Proceedings** costs little. 12 pages for only $9,040 (1960 rates) as opposed to a full-year's schedule of $19,370 in a semi-monthly or $38,480 in a weekly. And remember, **Proceedings** is also read by 12,812 student members who will be the leaders and buyers of tomorrow.

Proceedings of the IRE

REMEMBERS THE MAN

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers
Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

AVY-TV NORFOLK, VA. · WMAL-TV W
NIX, ARIZ. · WNEW-TV NEW YORK C
D-TV SAN DIEGO · WAGA-TV ATLAN
HQ-TV SPOKANE · THE KROGER CO
DENVER · WCKT MIAMI, FLA. · KFYR-
RCK · NEEDHAM, LOUIS & BRORBY, I
NGTON, W. VA. · WOAI-TV SAN ANTON
OWN · CANADIAN BREWERIES, LTD. ·
MARILLO · WFAA-T ALLAS, TEX.
OCH WG V CHICAGO, I
OISE · WWL-TV NEW NS · KP
RE. · R. J. REYNOLD CO. · K
ASO · PAK-A-SAK INC · KG
DO SPRINGS · B D ARS · WA
OUGE · WKBW-TV B · KOOK-
ONT. · CAMPBELL-M INC. · W
OBILE · F. H. HAYHU PANY, L
ARKSON ADVERTIS GENCY, I
LA. · WILLIAMS SHA EAM · W
RIE, PA. · HOUSEHO ANCE CO. ·
NSVILLE · MAXON, I C. KPHO-TV P
, ARIZ. · WWJ-TV DE OIT WRGB S
CTADY · WILLIAM ES Y COMPANY, I
T TAMPA · WIIC PITTSBURGH, PA. ·
WBRC-TV BIRMINGHAM · WFSA-TV M

NOT FOR HIRE
signs are going up
everywhere for the
new series starring
RALPH MEEKER.

CNP

NBC Television Films — A Division of California National Productions, Inc.

Hanford & Greenfield Combines with Hutchins Agency

ROCHESTER, N. Y., Sept. 22—Hanford & Greenfield Inc., founded in 1906 as Lyddon & Hanford and this city's oldest agency, has been combined with Hutchins Advertising Co.

Hanford & Greenfield, which bills more than $900,000, will become the Hanford & Greenfield division of Hutchins Advertising and will continue to operate from 11 James St. Hutchins is located at 42 East Ave.

■ The combined billings of the two agencies will exceed $4,000,000, according to Frank M. Hutchins, president of Hutchins Advertising. Among the Hanford & Greenfield accounts moving to Hutchins are Champion Knitwear Co., Dynacolor Corp., Labelon Tape Co., Mandeville & King Co., Penn Yan Boats Inc., Shuron Optical Co. and R. J. Strasenburgh Co.

Greenfield Hutchins Hanford

IT'S OFFICIAL—*Frank M. Hutchins, president of Hutchins Advertising Co., Rochester, signs merger papers making Hanford & Greenfield, Rochester, a division of Hutchins. Principals in the former agency, G. Dwight Greenfield and Robert S. Hanford, observe the signing.*

Robert S. Hanford and G. Dwight Greenfield, principal stockholders in Hanford & Greenfield, have become stockholders in Hutchins and are members of the board of directors. Other directors of Hutchins include Frank M. Hutchins, F. Irving Hutchins, Frank A. Hutchins, John P. McCarthy, Homer C. Scheck and William F. Lacey.

Messrs. Hanford and Greenfield will be president and secretary-treasurer, respectively, of the new division. #

Grady, Colt Join BBDO

Ralph M. Grady and Jack W. Colt have joined the San Francisco office of Batten, Barton, Durstine & Osborn as account executives. Mr. Grady was formerly with Kenyon & Eckhardt and Mr. Colt was vp in charge of administration in the Mexico City office of McCann-Erickson International.

KPIG to Everett-McKinney

KPIG, Cedar Rapids, Ia., formerly handled by Devney Inc., has named Everett-McKinney as its sales representative.

Levathes Leaves Y&R for Top Post at 20th Century-Fox TV

NEW YORK, Sept. 24—Another top agency tv executive has decided that he prefers the production end of the business.

Latest to leave the agency arena for the production field is Peter G. Levathes, who resigned as head of the tv-radio department at Young & Rubicam to return to 20th Century-Fox Film Corp. Mr. Levathes set up the motion picture company's tv operation in the early days of video; he will be president of 20th Century-Fox Television—a new title at 20th.

Peter G. Levathes

This type of shift from agency to production could develop into a trend. Rodney Erickson moved out of the Y&R tv-radio vp lineup last summer to direct the worldwide tv sales operation of Warner Bros. (AA, July 14, '58). More recently Tom McDermott left Benton & Bowles to become exec vp of Four Star Films (AA, June 29). And veteran program executive Hubbell Robinson quit the Columbia Broadcasting System network to set up his own program packaging organization (AA, June 1).

■ Mr. Levathes had been tv-radio boss at Y&R since January. Before that he was vp in charge of media, having joined the agency in 1952.

Spyros P. Skouras, president of 20th Century-Fox Film Corp., said the appointment of Mr. Levathes was in line with his company's plans for the development of all phases of its tv operation, including the production of motion pictures for television, the sale and distribution of tv programs throughout the world, the acquisition of tv stations and the production of commercials.

Mr. Levathes will concentrate first on the production of new shows for tv. At the same time he will begin looking for station properties to bring the 20th Century-Fox total up to the permitted limit of five vhf outlets. He has four to go; the company now owns KMSP-TV, Minneapolis-St. Paul. The third aim will be to increase the foreign distribution of the company's tv films.

■ As this story went to press Y&R was giving no hints as to the agency's choice for Mr. Levathes' successor as head of the tv-radic department. If the agency is looking for an insider, there are several vps in the department to choose among. Some people believe the most likely candiate to be Charles (Bud) Barry, who joined Y&R recently. He has had experience with networks, a a talent agency and film companies. #

Richard & Gunther Adds One

Ercona Corp., importer of European hi-fi equipment, has named Richard & Gunther, New York, to handle advertising and pr for all of its lines. These include Ferrograph tape recorders, Connoisseur turntables and arms, Vitavox and R&A speakers, Reslo microphones and the Stuzzi Magnette portable tape recorder.

Bolling Promotes Coy

John T. Coy, formerly manager of the San Francisco office of Bolling Co., has been promoted to the new post of west coast manager of the radio-tv station representative.

JAM HANDY ORG.
PROD. "WONDERFUL WORLD"
DATE 5-25
Sc: 66E
DIRECTOR.
G. HARRIS
CAMERA.
TAKE. 2

produced in Zululand

LOCAL BOY MAKES GOOD!

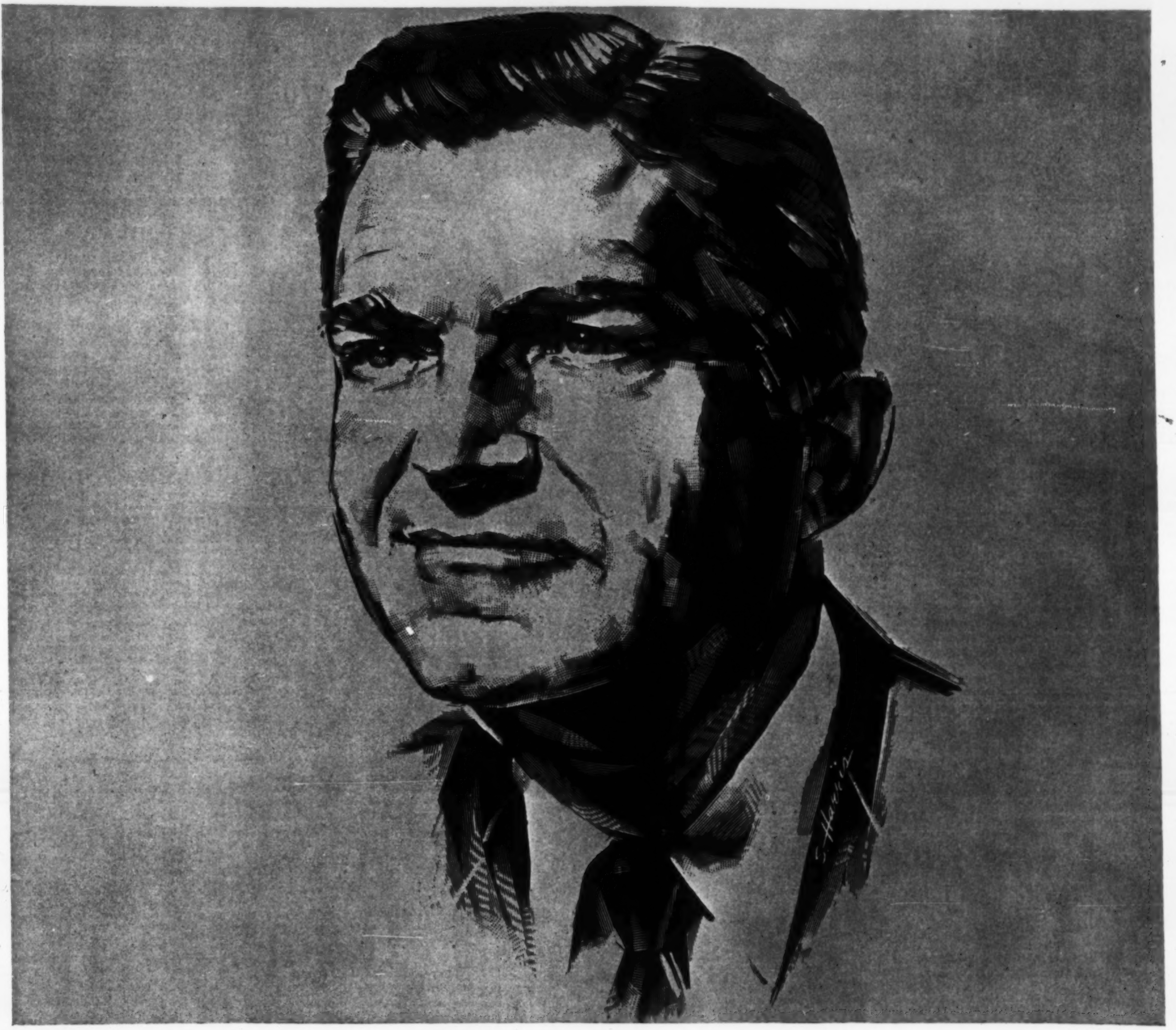
In the jungles of Africa—the Strait of Gibraltar—or the steel mills of Gary—real people in real situations work with our staff and film specialists. This on-location help enables us to give you, and your clients, more authenticity for less.

We go anywhere to produce custom-made visualizations of your clients' product material story, unusual assembly innovation, or interesting new developments. Our business is to help you tell and sell. For complete details, contact

The JAM HANDY Organization
NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757



A message to advertisers about THIS WEEK Magazine:

"THIS WEEK Magazine, in our opinion, does double duty in the food industry. It sells the consumer the products that are regularly advertised in THIS WEEK. This is shown by the good shelf movement. It sells the food retailers, as well, in properly stocking such items."

Ned Fleming

Ned Fleming
President, The Fleming Co., Inc., Topeka, Kansas
(Annual sales $124,892,897)

To Move Goods Fastest... Buy The Big One

This Week
MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Outdoor Leaders Applaud New Law

WASHINGTON, Sept. 23—Leaders of the outdoor advertising industry were hopeful today that much of the sting will go out of the federal outdoor ad control controversy now that President Eisenhower has approved legislation specifying that the industry can operate in commercial and industrial zones along the new interstate highways.

Burr Robbins, president, General Outdoor Advertising, said "a very serious ambiguity" in the original law blanketed industrial and commercial zones into the control area, defeating the intentions of the sponsors of control laws, and handicapping the industry.

He said the new law "will go a long way toward resolving the controversy," because it assures "complete control" in rural and residential areas, while city zoning and planning in industrial and commercial areas will be undisturbed."

■ Karl Ghaster Jr., general manager of Outdoor Advertising Assn., of America, reported that his association is still concerned that the outdoor industry will be excluded from new industrial and commercial zones that may develop in rural areas along the highways. But he said the new law recognizes the industry's rightful place with other businesses in existing zones, and "will permit us to devote our energies to improving our medium where it is most effective—in municipal areas."

The modification of the federal outdoor control law became effective today, when President Eisenhower signed a bill raising gasoline taxes. It had been added to the gas tax bill in the Senate, after an extensive debate and a 44-239 roll call vote (AA, Sept. 7). #

Clupak Budgets $500,000 in Its Inaugural Drive

(Continued from Page 1)

paign has just been launched in 24 business and industrial publications.

Lennen & Newell is the agency.

■ Introductory ads are spreads headlined, "Now, paper that stretches," and illustrate how a dropped can crashes through ordinary paper, but bounces off Clupak paper which stretches to absorb shocks instead of tearing. Another photograph shows how an ordinary grocery bag spills its contents when dropped, while a Clupak bag remains intact.

Kenneth N. Bacon, ad and promotion manager for Clupak Inc., said that the current advertising budget is $500,000. He said that plans are being developed for a major national consumer advertising campaign to be launched in 1960. #

'Progressive Farmer' Boosts Huey, Cunningham

Progressive Farmer, Birmingham, has named Paul Huey director of advertising and Emory O. Cunningham advertising sales manager, a new post. Mr. Huey was formerly advertising manager.

Oscar M. Dugger, vp-western manager in the magazine's Chicago office, was named associate director of advertising. Mr. Dugger will continue his duties as western manager in charge of advertising sales in the mid-western states. A. G. Norment, one of six Chicago salesmen, was named associate western manager. He will continue in the Chicago office.

IPI Merger with Cahners Creates Publishing Giant

NEW YORK, Sept. 23—A merger involving 14 business publications, with combined gross advertising income of $6,000,000, was announced here jointly today by Norman L. Cahners and Maurice P. Driscoll, presidents respectively of Cahners Publications, Boston, and Industrial Publications, Chicago. This confirmed the report previously published exclusively in these pages (AA, Sept. 21).

The merger reportedly will make the new company (which probably will be called Cahners Publishing Co.) the fifth largest industrial publishing company in the country. The four others are McGraw-Hill Publishing Co., New York; Chilton Co., Philadelphia: Penton Publishing Co., Cleveland, and Conover-Mast Publications, New York.

Headquarters of the merged company, Mr. Cahners said, will be in Boston. He will be chairman. No other officers of the new company, which is still to be setup formally, have been named. IPI will continue to operate in Chicago, under the presidency of Mr. Driscoll, with Fred L. Steinhoff continuing as exec vp and treasurer. Saul Goldweitz will continue as vp of Cahners Publications in Boston.

■ In essence, although the details are somewhat complex, Cahners Publications paid approximately $4,000,000 to IPI stockholders, of which Messrs. Driscoll and Steinhoff reportedly were the major holders. IPI stockholders reinvested most of the cash they received for their stock in the new company, in which the majority stockholder will be Mr. Cahners.

No personnel changes or publishing practices are contemplated in either of the two companies, Mr. Cahners said.

• Cahners publications include *Modern Materials Handling, Metalworking, Modern Plant Operation & Maintenance, MMH Materials Handling Manual, Modern Assembly Practice* and *Supermarket Equipment.*

• IPI publications include *Brick & Clay Record, Building Construction Illustrated, Building Supply News, BSN Dealers & Jobbers' Directory, Ceramic Data Book, Ceramic Industry, PB Data & Specification File* and *Practical Builder.* #

David Zibman Moves

David Zibman Advertising has moved to new quarters at 116 S. Seventh St., Philadelphia.

STENGELESE—*Skippy peanut butter will run this double-talking testimonial ad from Casey Stengel in the Oct. 5 Life and October Reader's Digest. Guild, Bascom & Bonfigli is the agency.*

'60 Cadillac Bows in Dailies Oct. 2

DETROIT, Sept. 24—Cadillac division of General Motors Corp. will blanket the U.S. with newspaper ads Oct. 2 to introduce its 1960 line.

Theme for the new model announcement is: "Creating a new era of elegance."

Outdoor posters, plus network and local radio spots, will be used to introduce the car. Color spreads also are scheduled early in October in *Life, Look, Newsweek, The New Yorker, The Saturday Evening Post, Time* and *U.S. News & World Report.*

Ad plans for the 1960 model year also include a continuation of the "mother and daughter" ads using high fashion models. Insertions are slated for *Harper's Bazaar, House Beautiful, House & Garden, Town & Country* and *Vogue.*

Cadillac will also sponsor the John Daly evening newscast Monday through Friday on the American Broadcasting Co. radio network.

MacManus, John & Adams is the Cadillac agency.

DAILIES TO GET 50% OF PONTIAC BUDGET

DETROIT, Sept. 24—Pontiac division of General Motors Corp. said yesterday it will allocate about half of its advertising budget to newspapers during the 1960 model year.

The remaining 50% will be split primarily among magazines and television.

MacManus, John & Adams, Bloomfield Hills, Mich., is the Pontiac agency. #

Doyle Dane Adds Salada-Shirriff, Appoints Tarcher

NEW YORK, Sept. 24—Jack D. Tarcher has resigned from Lennen & Newell, where he was senior vp to join Doyle Dane Bernbach Inc., in an "executive and administrative capacity."

Jack D. Tarcher

Mr. Tarcher was president of his own agency for many years until it merged with Cecil & Presbrey in 1952. When that agency folded two years later, Mr. Tarcher moved to the Biow Co., then to Lennen & Newell. His background includes cosmetics, liquor and food accounts—all areas in which Doyle Dane has clients.

Mr. Tarcher handled the Benrus watch account for about 30 years, until a year ago, when it went from Lennen & Newell to Grey Advertising.

■ Mac Dane said that there are no accounts or new business involved in Mr. Tarcher's move, and pointed out that the recent spate of new business at DDB has more than justified the acquisition of an all-round top executive.

The latest acquisition took place earlier this week, when Salada-Shirriff-Horsey awarded its account to the agency. Estimated to bill between $1,500,000 and $2,000,000 the account includes Salada tea, Junket desserts and Sea brand frozen shrimp. It was formerly at Sullivan, Stauffer, Colwell & Bayles; SSC&B resigned the account because of potential conflicts in the baby food field.

The account is the first national food account the agency has ever had, though it has served several regional food advertisers. #

Brown Joins Beneke

W. O. Brown has joined the Beneke Corp., Columbus, Miss., as vp of marketing, a new post. Mr. Brown was formerly vp in charge of sales for the Crane Co., Chicago.

Marshall Joins Ayer & Gillette

Charles H. Marshall has joined Ayer & Gillett, Charlotte, N.C., as vp in charge of sales. Mr. Marshall was formerly a vp and secretary of WSOC, Charlotte.

Text of New U.S. Rule on Deductibility of Institutional Ads

WASHINGTON, Sept. 24—Last weekend the Internal Revenue Service released a new proposed tax regulation which would eliminate doubt over the deductibility of most institutional advertising, while drawing a line against ads which seek to influence elections or legislation.

Debate over the rules concerning institutional advertising has raged for more than three years since a more stringent revision of the present law was originally proposed.

ADVERTISING AGE reported the newest proposal (AA, Sept. 21), but because of its importance to all advertisers, AA here presents in full the three versions of Sec. 162, Par. C (1) of the Internal Revenue Code—as it now stands, as it was proposed three years ago, and what is now proposed:

How Tax Rules Evolve

As it Is:

"Sums of money expended for lobbying purposes, the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising, and contributions for campaign expenses are not deductible from gross income in arriving at net income upon which the tax is computed." 29.23 (q) 1-Regulation 111

As it Was Proposed:

"Expenditures for lobbying purposes for the promotion or defeat of legislation, for political purposes, or for the development or exploitation of propaganda (including advertising other than trade advertising) relating to any of these foregoing purposes are not deductible."

What Is Proposed Now:

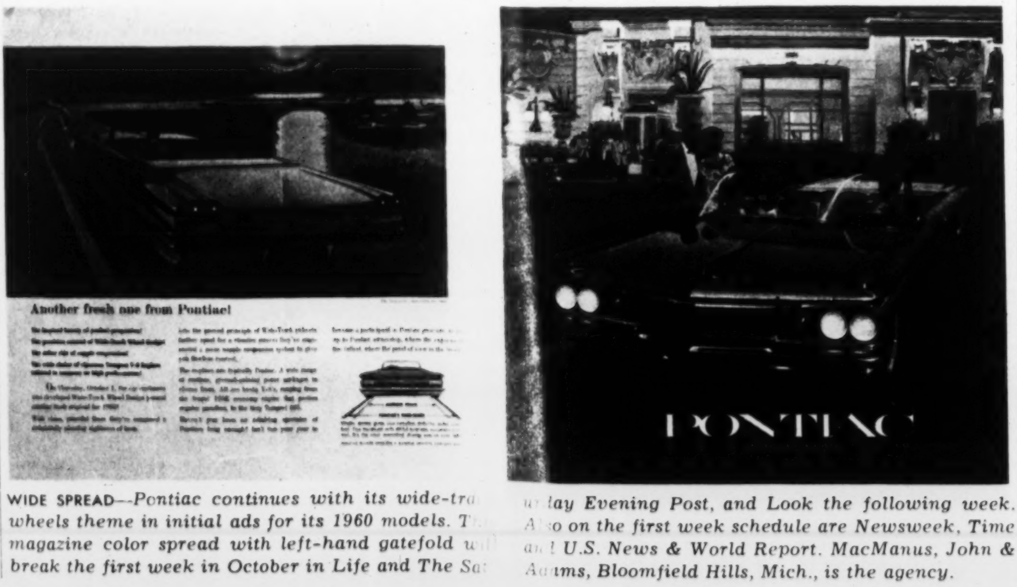
1. Expenditures for lobbying purposes, for the promotion or defeat of legislation, for political campaign purposes (including the support of or opposition to any candidate for public office), or for carrying on propaganda (including advertising) related to any of the foregoing purposes are not deductible from gross income. For example, the cost of advertising to promote or defeat legislation or to influence the public with respect to the desirability or undesirability of proposed legislation is not deductible as a business expense, even though the legislation may directly affect the taxpayer's business. On the other hand, expenditures for institutional or "good will" advertising which keeps the taxpayer's name before the public are generally deductible as ordinary and necessary business expenses provided the expenditures are related to the patronage the taxpayer might reasonably expect in the future. For example, a deduction will ordinarily be allowed for the cost of advertising which keeps the taxpayer's name before the public in connection with encouraging contributions to such organizations as the Red Cross, the purchase of United States Savings Bonds, or participation in similar causes. In like fashion, expenditures for advertising which present views on economic, financial, social or other subjects of a general nature but which do not involve any of the activities specified in the first sentence of this sub-paragraph are deductible if they otherwise meet the requirements of the regulations under section 162.

2. Dues and other payments to an organization, such as a labor union or trade association, which otherwise meet the requirements of the regulations under section 162, are deductible in full unless a substantial part of the organization's activities consists of one or more of those specified in the first sentence of subparagraph (1) of this paragraph. If a substantial part of the activities of the organization consists of one or more of those so specified, deduction will be allowed only for such portion of such dues and other payments as the taxpayer can clearly establish is attributable to activities other than those so specified. The determination as to whether such specified activities constitute a substantial part of an organization's activities shall be based on all the facts and circumstances. In no event shall special assessments or similar payments (including an increase in dues) made to any organization for any of such specified purposes be deductible.

3. Expenditures for the promotion or the defeat of legislation include, but shall not be limited to, expenditures for the purpose of attempting to—

(i) Influence members of a legislative body directly or indirectly, by urging or encouraging the public to contact such members for the purpose of proposing, supporting, or opposing legislation, or

(ii) Influence the public to approve or reject a measure in a referendum, initiative, vote on a constitutional amendment, or similar procedure. #



WIDE SPREAD—*Pontiac continues with its wide-tra wheels theme in initial ads for its 1960 models. T magazine color spread with left-hand gatefold w break the first week in October in Life and The Sa lay Evening Post, and Look the following week. A o on the first week schedule are Newsweek, Time a U.S. News & World Report. MacManus, John & A ams, Bloomfield Hills, Mich., is the agency.*

now
hear
this
we have a few modest announcements to make about the first 9 months of 1959.

222 NEW ADVERTISERS!

THAT'S VITALITY!

OVER $5 MILLION REVENUE GAIN!

THAT'S VITALITY!

REVENUE UP IN ALL 8 MAJOR ADVERTISING CATEGORIES!

THAT'S VITALITY!

AVERAGE CIRCULATION OVER 6,000,000!

(Biggest first-half circulation gain in general weekly field)

THAT'S VITALITY!

BIGGEST SELLER IN FIELD ON THE NEWSSTANDS!

THAT'S VITALITY!

FASTEST-MOVING, FASTEST-GROWING MAGAZINE IN GENERAL WEEKLY FIELD!

CAN YOU READ BETWEEN THE LINES?

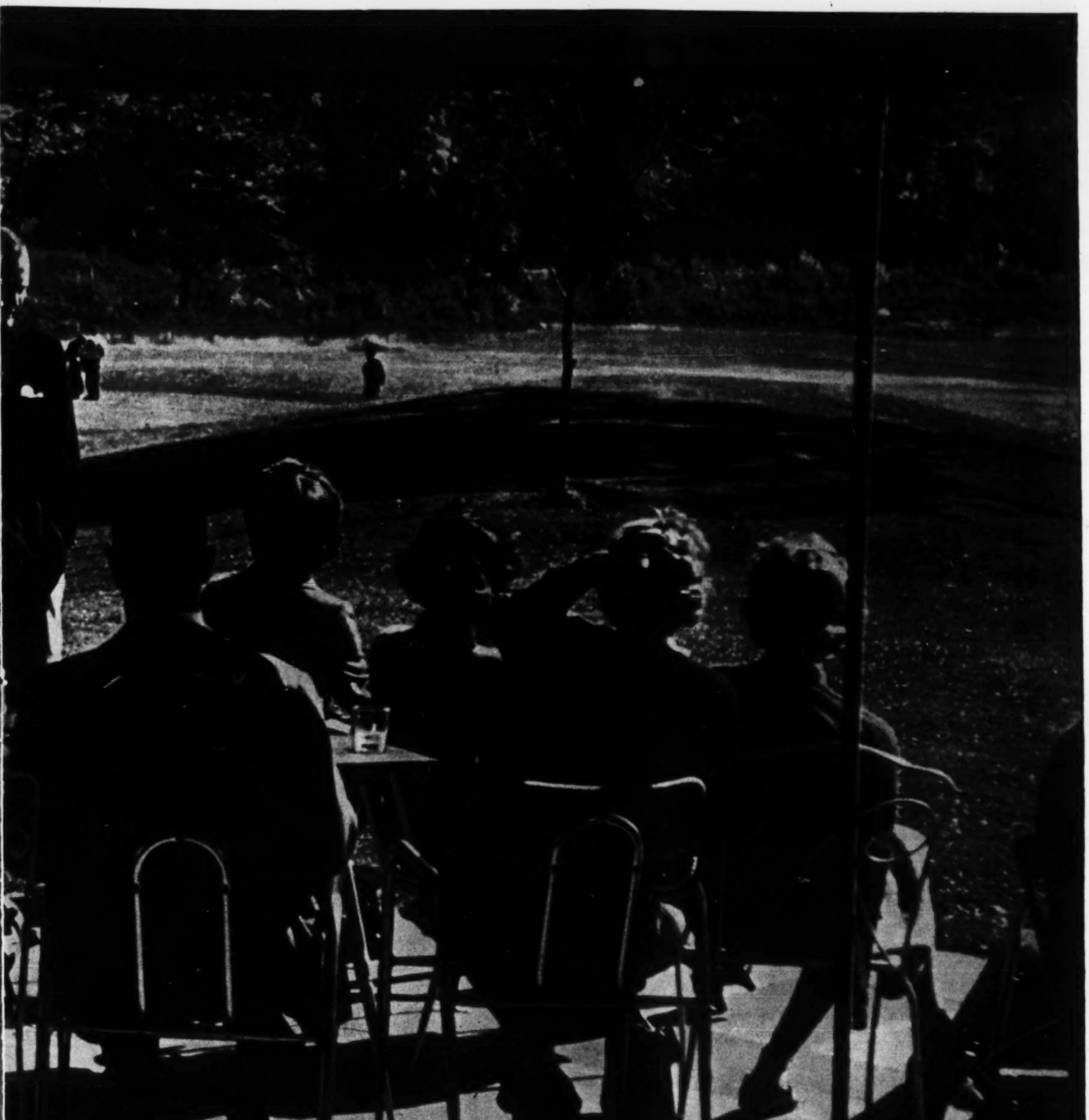
A CURTIS MAGAZINE

The Saturday Evening
POST

Sell the
Post-Influentials
...with
HI-FREQUENCY
Ad Page
Exposure!

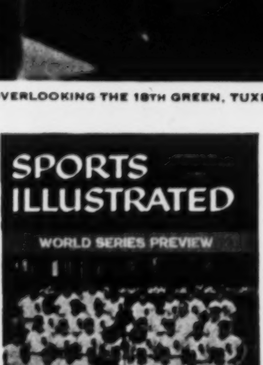
SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people...



TERRACE OVERLOOKING THE 18TH GREEN, TUXEDO—JERRY COOKE

900,000 families of them every week. This is the fastest growing quality market in America—the families for whom sport is an essential of family well-being, a way to recharge their spirits for the demands of successful living today . . . In five years, the number of U.S. families with $10,000 incomes and over has doubled. SPORTS ILLUSTRATED's circulation has also doubled, from 450,000 to 900,000. And the SI median family income figure remains virtually the same—still the highest of any U.S. weekly that is read by the whole family . . . The big trend in U.S. life today is toward the active life—of pitching in and looking at and *knowing* about sports. You'll find the leaders of this life are the readers of SPORTS ILLUSTRATED.



THE
FIRST
MARKET
TO
BUY

The Editorial Viewpoint . . .

That Difficult Area of Good Taste

The television code review board of the National Assn. of Broadcasters has won our enthusiastic support in the past for its militant attitude and actions toward offenses against public sensibilities and good taste. And so we welcome its latest specification sheet of do's and don'ts to guide those who create and produce television commercials.

In general, their recommendations are sensible and reasonable. If they err at all, it is in the direction of being too straitlaced and 1890-ish to be realistic.

In the society in which we live, "sweat" ceased to be an indelicate word about the same time that "leg" was unabashedly substituted for "limb." It neither surprises nor distresses us to have an itch referred to as "itch," nor odor as "odor." And even in moderately sensitive society, toilet paper is often identified as toilet paper without causing gasps of indignation or dismay. We might even go so far as to suggest that pictures of actual people, instead of dummies, dressed in girdles and bras, would not offend anyone if reasonable care were taken to have the girdles and bras encircle reasonably normal female frames which are encased in the garments in a reasonably normal manner.

Despite our suspicion that the boys were a mite too careful, we think the advertising and broadcasting industry owes a debt of real gratitude to Donald H. McGannon, chairman of the code review board, for his dogged and persistent efforts to develop a code that is meaningful in content and consistent in application; and to Joe Hartenbower and his committee, which actually hammered out the do's and don'ts for seven sensitive categories of personal products. Careful adherence to the recommendations by advertisers and agencies is strongly urged.

Noble Experiment

The organization of Papert & Free, new New York agency whose principals are two husband-and-wife teams, all four members of which were prominent in advertising agency circles, strikes us as one of the noblest experiments of the advertising business.

Husband-and-wife teams have not been unknown in advertising, but they have been relatively rare. But two husband-and-wife teams in a single organization—and heading things up at that! This is something to applaud, something to wonder at, something to watch with attention and great interest.

Which we shall do, the while we extend our hearty good wishes for business success and business and fireside harmony.

Lynn Ellis, Small Agency Counselor

Lynn W. Ellis, a pioneer advertising man who spent most of his life serving as a business counselor to smaller agencies, died Sept. 13 at the age of 78, after a brief illness.

More than any other single person, Mr. Ellis (and his widow, Mary B., who worked with him) was the business mentor and guide of men with an urge toward creativity who ventured into the advertising business with little or no knowledge of business organization or operation. For 34 years Mr. and Mrs. Ellis, through the Ellis Foundation Plan and other instrumentalities, served as the fountainhead of business wisdom for these "little" agency men, many of whom have long since outgrown the "little" designation.

Lynn Ellis started his advertising career with Rumely Co., farm machinery manufacturer, and subsequently opened and headed the Cleveland office of McCann-Erickson. But he had a penchant for organization and for instruction which led him to give up that post and devote his life to improving the quality of business management of the young advertising agency business. He was the father of the agency "network" idea, and a host of people in advertising will mourn the passage of a dedicated man who deserves the gratitude of the entire agency business.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Steeps.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Howard Watson, Watson Associates Advertising, Hutchinson, Kan.

"Stay away from that new space buyer—he thinks r.o.p. means, 'romantic office personnel'."

What They're Saying . . .

Cash Is Tops

A study made by Bruce Richards Corp., a New York contest running firm, shows that of all prizes, money is most-loved. But when the money is used to buy merchandise (a sponsor can buy $100 worth of prize merchandise for $20) then the merchandise wins out. When the two figures get into the high brackets—i.e., $500 cash vs. $2,500 worth of merchandise—it gets closer to a toss-up.

—"Mann to Man," published by Mann-Ellis Inc., New York.

Offers a Meaty Menu

Those who have been with us in former years will recall that the menu of [illegible] APA program—shortly to be [illegible] to you—runs to 135 pages, [illegible] the abstracts discuss sex, [illegible], symbiosis, schizophrenia, [illegible], suicide, and every other known [illegible] salient of this simian scene. There's also quite a bit of discussion [illegible] what is not known.

—From a bid [illegible] annual meeting of the American Psychological Assn. in Cincinnati.

A Crying Need for Innovators

It is axiomatic [illegible] that economic market growth [illegible] from creating new wants and not from existing demands. Our productive and selling resources are crying for more innovators and more creativity.

The "persuaders," hidden and otherwise, cannot conjole or mesmerize the customer to consume more and more of the same. All they can do, at best, is to divide up the existing 100% for those who foolishly expect the market to add up to 150%, the norm of our productive capacity.

—Judson S. Sayre, president, Norge Division, Borg Warner Corp., speaking at the NARD Institute of Management for appliance and tv dealers in Washington, D. C.

Don't Let Ads Mislead

Truthful advertising is believable advertising, and don't let a single piece of copy get by you that is aimed in any respect at misleading the public.

—Elliott J. Barnett, governor of First District, Advertising Federation of America, addressing the Worcester (Mass.) Advertising Club.

Copywriter's Credo

This sign hangs on a copywriter's wall:

"I" before "e"
Except after "c"
Or when sounded as "a"
As in nieghbor or wiegh.

—From "Take Five," external publication issued by Keller-Crescent Co., Evansville, Ind.

Rough Proofs

Sex is raising its ugly head in tv commercials, and so the television code review board of NAB suggests that foundation garment manufacturers show no live models unless fully clothed.

And how about the ladies who shave their pretty legs to demonstrate how to get rid of unwanted shrubbery?

•

Congress refused to interfere with the Own a Bit of America promotion, which will use savings stamps and bonds as premiums.

The way the government bond market has been going, the Treasury puts a premium on any plan that will help the distribution.

•

"Two husband-wife teams form new 'compact' agency," reports the world's greatest advertising journal.

In this form of connubial cooperation, nobody will ever argue over whose copy gets the last word.

•

"*Capper's Farmer* is the *Saturday Evening Post* of the farm field!" the ad says.

And to make the analogy stick, you can even buy it in 18 individual combinations.

•

Paul West told readers of that New York Life ad about the advertising business that it is seldom as glamorous as it has often been portrayed.

But of course an ad manager has a good chance to get an introduction to the beauties on his tv show.

•

The only fellow who won't fully appreciate that wonderful NBC color in the World Series is the batter who strikes out swinging with the bases loaded.

•

Schick told football fans that you can cut yourself with "old-fashioned" safety razors whose corners aren't protected with shields.

In other words, to avoid a nick, use a Schick.

•

"Wanted—a modern art director with old-fashioned horse sense," the want ad says.

Trouble is that these days so few art directors ever see a horse.

•

The Tulsa newspapers are pointing out that since Oklahoma became "wet" after 53 years Sept. 1, an annual liquor market of $70,000,000 has opened up.

Bootleggers and such neither pay taxes nor advertise.

•

"No hectic retail advertising," promises a Syracuse agency looking for a keen copywriter.

The reason it's hectic is that it's supposed to ring the cash register right away.

•

The up-to-date version of Confucius' "One picture is worth 1,000 words" is the Eastman Kodak statement, "Photography speaks in every tongue."

COPY CUB.

In the Washington, D. C. metropolitan market

Sixty-five per cent

of all automobile owners read

The Washington Post

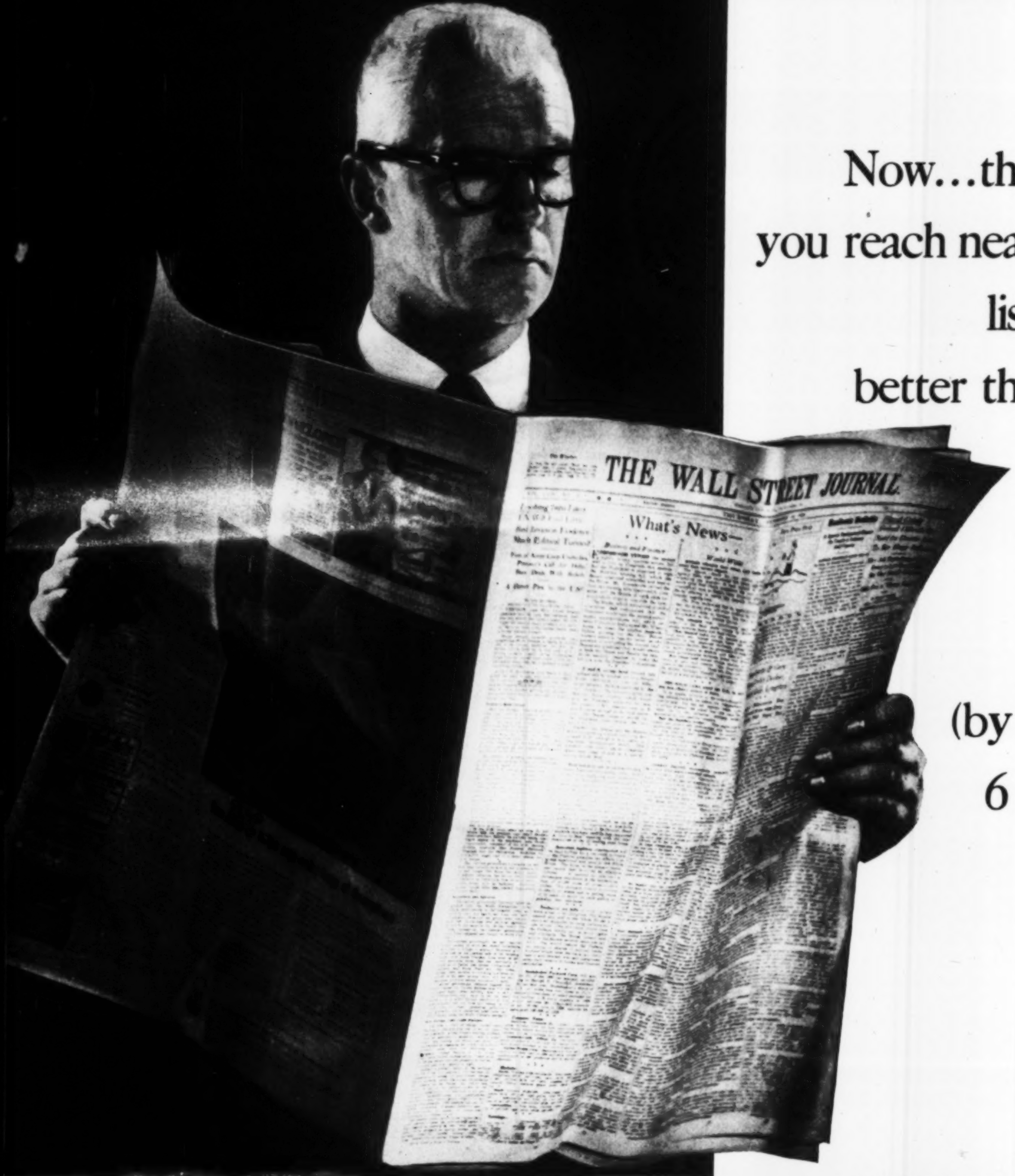
. . . more than read the other

two newspapers combined

Publication Research Service
of Chicago, March, 1959

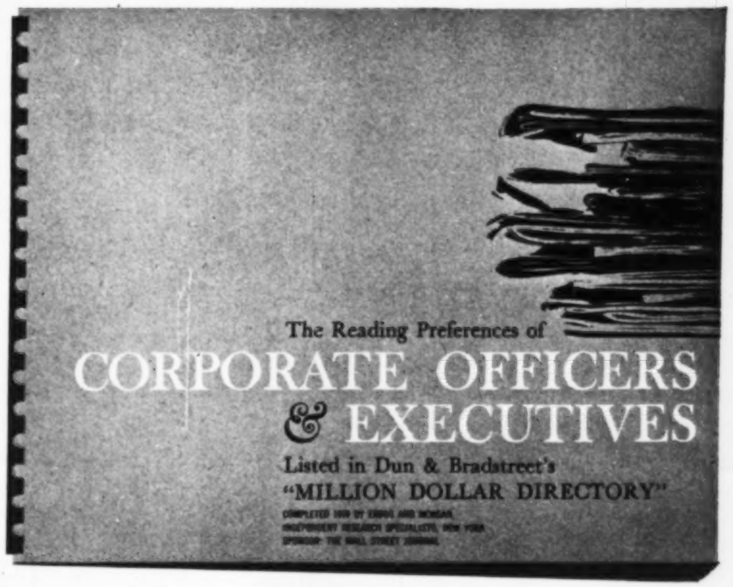
For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.


THE WALL STREET JOURNAL
What's News—

Now...through The Wall Street Journal alone
you reach nearly 2 out of 3 of the principal executives
listed for the companies doing
better than 61% of all business in the U.S.A.

And...they say
(by more 1st-choice mentions than the next
6 magazines and newspapers combined)
that The Wall Street Journal
is "THE MOST USEFUL ONE."



The Reading Preferences of

CORPORATE OFFICERS & EXECUTIVES

Listed in Dun & Bradstreet's
"MILLION DOLLAR DIRECTORY"

1. THE SOURCE: Brand-new 1959 research based on Dun & Bradstreet's exhaustive listing of active principal executives for 20,846 companies worth $1,000,000 or more.

2. CONDUCTED BY: Erdos & Morgan, independent marketing specialists.

3. METHOD: Unaided recall questionnaires mailed to every 5th name of the 103,620 executives listed for the nation's major business firms.

4. THE QUESTIONS: "What newspapers and magazines (all kinds) do you read regularly?" and "Which of these is most important and useful to you?"

5. VERDICTS: The Wall Street Journal received the greatest number of mentions (64.8%) as "read regularly" of all publications. Second publication . . . 45.3%. "Most useful"—again The Wall Street Journal, by nearly 3 to 1 over the second highest publication.

6. THE COMPLETE REPORT: Available from Advertising Director, The Wall Street Journal. Wire, write or phone: 44 Broad Street, New York 4. Telephone—HAnover 2-3115.

"must" reading for advertisers and agencies...

OKLAHOMA'S
BIGGEST
COMMUNITY

The KWTV Community—
a 54-county area—is a community
created and held together
by SERVICE.

The variety, depth and quality of KWTV programming and promotion services are key factors in its leadership. Within the pages of this brochure, you will find reasons for—and evidence of—the remarkably keen communitywide interest which the KWTV brand of service generates.

Write for your copy . . . you'll find it a helpful tool in making market coverage decisions.

from
CBS KWTV oklahoma city

BUY the TOWER with SALESpower in Oklahoma!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Browne Vintners Goes Historical in White Horse Drive

NEW YORK, Sept. 22—Browne Vintners Co., liquor importer, has dusted off some long-dead literary luminaries to boost White Horse brand scotch.

In a $1,000,000 newspaper, magazine and outdoor campaign set to break nationally in October, the distributor will use color pages playing up Scotland's White Horse Inn and the whisky's historic background.

The first four-color magazine page, in the Oct. 19 issue of *Newsweek*, features the headline, "James Boswell drank here (White Horse, of course)."

Copy goes on: "Boswell, Alexander Pope and Sir Walter Scott are among the literary ghosts who haunt Edinburgh's famous White Horse Inn. The authors saw eye-to-eye on one thing—White Horse, of course—the greatest scotch in history. . ."

James Boswell drank here [White Horse, of course]

BE NOT THE FIRST—*Such literary notables as Pope, Boswell and Scott were patrons of the White Horse Inn, says copy in this four-color page which Browne Vintners Co. will use in October.*

The "White Horse, of course" theme carries over into the distributor's other ads, scheduled in *Cue, Ebony, Esquire, Fortune, Holiday, Newsweek, Promenade, Playbill, Social Spectator, Sports Illustrated, The New Yorker, Time* and *U.S. News & World Report.*

■ The newspaper schedule includes big-space ads in 75 dailies in 30 leading markets, and outdoor posters will appear in 15 markets. The newspaper campaign will break in New York the last week in September and nationally in October, Browne Vintners said. Consumer ads will be backed by trade ads and sales promotion activity.

Doherty, Clifford, Steers & Shenfield is the agency. #

Salada Sets Ad Budget

Salada-Shirriff-Horsey Ltd., Toronto, will spend more than $2,000,000 on advertising in Canada during the next 12 months. All media will be used. Of the total, more than $250,000 will be spent to introduce a new product, instant mashed potato flakes, to the Canadian market. Leo Burnett Co. of Canada Ltd., Toronto, and Vickers & Benson, Toronto, handle the company's advertising in Canada.

Petrie Joins Block Drug

Donald Petrie, formerly with Kenyon & Eckhardt, has joined Block Drug Co., Jersey City, as product advertising manager for Green Mint mouthwash, Co-Re-Ga denture adhesive and Omega oil.

Chapman-Nowak Names Boyd

Chapman-Nowak & Associates, Syracuse, has appointed L. M. Boyd as an account executive. Mr. Boyd was formerly an American Broadcasting Co. correspondent in postwar Berlin.

A unique Canadian marketing research study tells

How industry buys

'LONDON STUDY' *of industrial purchasing traces influences at work in making industrial sales*

THE unique industrial marketing research report, known as the London Study, has now been published in book form under the title *How Industry Buys, with conclusions and recommendations on marketing to industry*. The study probed in depth the industrial purchasing-selling process in Canada and was sponsored by the Business Newspapers Association of Canada and the Canadian chapters of the National Industrial Advertisers Association.

The study was directed by Dr. Donald H. Thain and Dr. D. S. R. Leighton, associate professors of business administration at the University of Western Ontario School of Business Administration and Charles B. Johnston, lecturer in business administration at the school.

Field interviews covered 36 companies representative of the Canadian industrial market—in the London, Ontario area—and examined the history from realization of the need to actual purchase of a large, medium and small purchase in each company. Graduate students from the university carried out the interviewing under the direction of the authors.

The London Study is the first detailed examination of the industrial purchasing-selling process ever made in North America and yields fascinating insights into the buyer-seller relationship.

It examines the impact of mechanized promotion and personal selling on the industrial buyer and traces the complex process of an industrial purchase through teams of buying influences inside and outside the purchasing companies.

Chapters on advertising, direct mail, distribution and other marketing factors discuss the quality of industrial marketing in Canada today. The 36 case-reports on the companies and purchases studied are published in detail in *How Industry Buys.*

In another section, the authors draw important conclusions and recommendations from the study which will be of great importance to everyone concerned with industrial marketing in Canada.

Senior executives, marketing management, advertising management and advertising agency staffs will find *How Industry Buys* an absorbing and penetrating examination of the most critical problems they face today.

Copies of the 270-page How Industry Buys report can be obtained from George Mansfield, Manager, Business Newspapers Association of Canada, 100 University Avenue, Toronto, Ontario at $7.50 a copy post paid.

BNA
BUSINESS NEWSPAPERS ASSOCIATION OF CANADA
100 University Avenue, Toronto, Ontario
The organization of more than 13[illegible] quality Canadian business publications

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 56.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER—the bible for building accurate lists. 336 p. p.—$18.00. Send for your copy today!

BACON'S
CLIPPING
BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

things are looking up at Forbes

Forbes dollar volume up

(biggest ad revenue gain of all three business - management magazines)

first half of 1959 over 1958—a whopping 21.9% gain while the magazine industry as a whole went up only 5.6%**

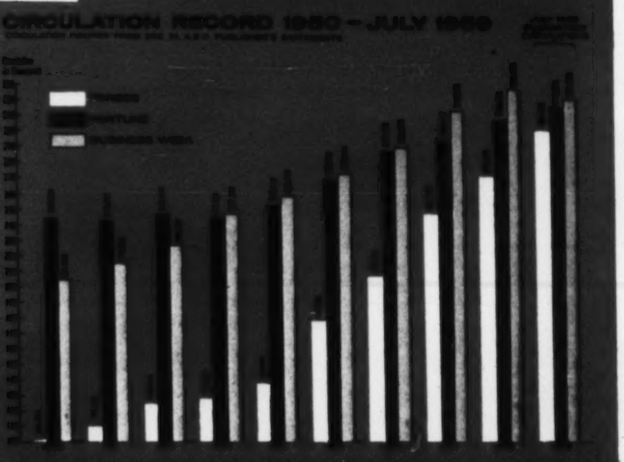
Business Management Magazines	Dollar Volume Gain	Dollar Volume Loss
Forbes	$186,409.00	
Business Week	66,322.00	
Fortune		$25,048.00

Forbes ad pages up

first half of 1959 over 1958—Forbes gained 11.9% in ad pages against the magazine industry increase of only 5%*

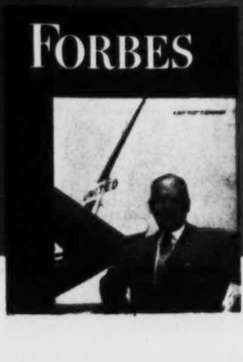
Forbes circulation up dramatically

the dynamic growth pattern of eight years continued as Forbes circulation guarantee hit an all-time high of 300,000!


CIRCULATION RECORD 1950 – JULY 1959

...and even Forbes subscription rate goes up while circulation and advertising continue to rise!

In eight years Forbes has increased its subscription price almost 100%—and circulation has *tripled!* Forbes gains new readers and holds old ones!



Forbes value to you, as an advertising medium, keeps going up, up, UP! Take a good, long look at Forbes and judge for yourself, what it can do for your advertising. Write for a free copy of FORBES—and facts on the vitally important top executive market it serves.

Representatives—Chicago: 360 N. Michigan Avenue. Cleveland: 562 Hanna Bldg. Dallas: 1416 Commerce
Los Angeles: The Menne Co., 711 S. Vermont Ave.
San Francisco: The Menne Co., 114 Sansome St.

FORBES MAGAZINE—70 FIFTH AVENUE—NEW YORK 11, N.Y.

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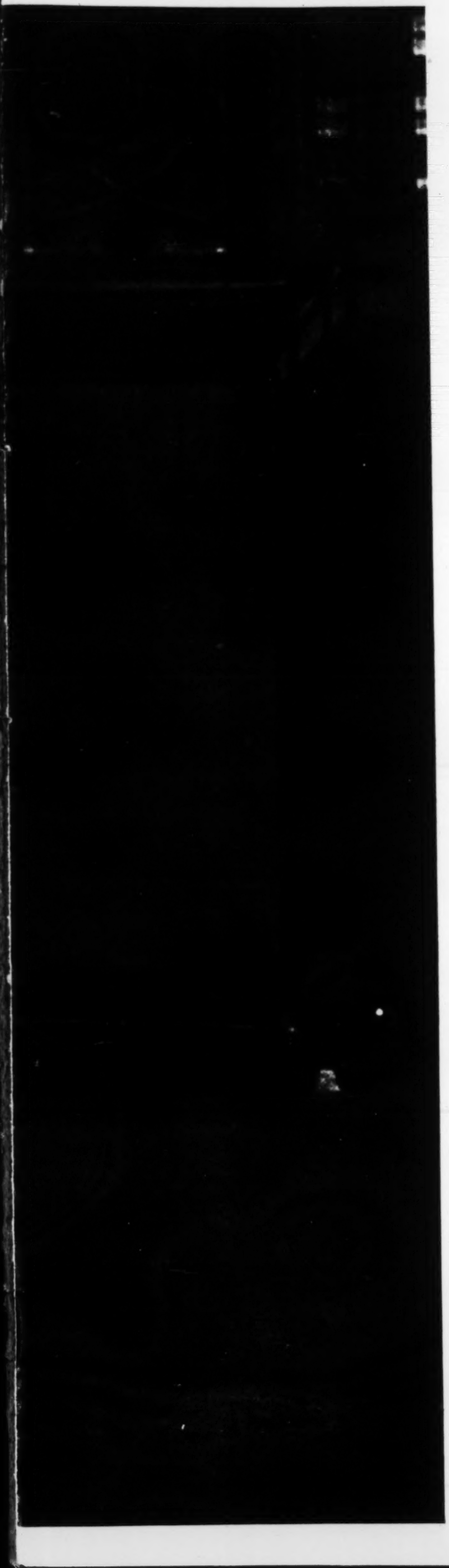
*Advertising Age Tabulation, issue of July 10, 1959.

**LNA-PIB figures as reported in Advertising Age, issue of July 20, 1959



DISCOVER THE NEW YORK YOU'VE NEVER SEEN

Sure, the face is familiar. But you've never really seen New York until you've felt its myriad moods, known its starkly contrasting social lives, explored the many small worlds that make it a great metropolis.

Come and enjoy these fascinating discoveries in Holiday. The all-New York October issue takes you from penthouses to smoke-filled beatnik cellars . . . from backstage to Big Board to ball park.

And you see it all through the eyes, hearts and minds of great creative personalities: in novelist Aubrey Menen's love-at-first-sight enchantment with the city . . . in photographer Arnold Newman's brilliant portraits of leading New Yorkers . . . in Ludwig Bemelmans' gay and gaudy paintings of his personal New York. Other gifted guides bring you the city's music, theater, shopping—and a hundred fine restaurants where dining is an art.

You'll discover a newly delightful New York. And you'll see why Holiday attracts its audience of 900,000 very special families. Their affluence and Holiday's influence give more and more advertisers a rewarding Holiday experience.

HOLIDAY
NEW YORK

There's a rewarding new world for you in **HOLIDAY**

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 25 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Contestants Don't Mind Purchasing the Product, Study Finds

New York, Sept. 23—A large majority of Americans who enter contests do not object to buying a product in order to enter. And as for prizes, homes are rated as the favorite by adults, while teen agers preferred scholarships.

These are just two of the many findings contained in a survey on consumers' attitudes toward contests, which was conducted by the contest division of Bruce, Richards Corp. The survey, which was based on a study group of more than 6,000 persons geographically apportioned in relation to national population distribution and balanced as to age groups and sexes, is being released today to more than 2,500 major advertisers and agencies.

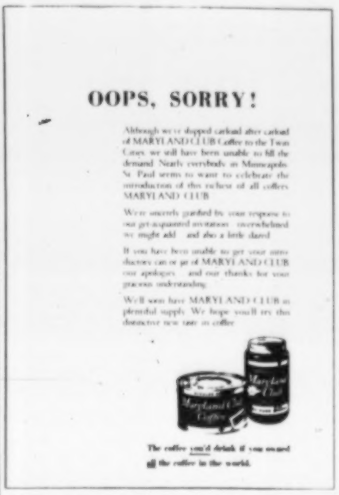
■ A total of 79.9% of the women and 86.1% of the men said they did not object to buying a product in order to participate in a contest. And 28.5% of the women and 29.4% of the men named a house as their most desired prize. About 39% of the teen age boys and girls rated scholarships as their top prize.

As to type of contest, most of the women preferred completing the last line of a jingle, while the majority of the men liked sweepstakes (with no skill involved). Most of the men and women liked contests with a few large prizes and many small ones, and the majority preferred to receive cash prizes in a lump sum.

The two major complaints about contests were (1) that winners' names and entries are not made public, and (2) that it was difficult to find entry blanks. Copies of the study may be obtained by writing to Bruce, Richards Corp., 104 E. 25th St., New York 10. #

Meldrum Joins G. M. Basford

Douglas Meldrum, formerly with *Industrial Design*, has joined G. M. Basford Co., New York, as an account executive in the public relations department.


OOPS, SORRY!

The coffee you'd drink if you owned all the coffee in the world.

UNPLANNED—*"Sorry," said Duncan Coffee Co. in this b&w page in the Minneapolis Sunday Tribune and St. Paul Pioneer Press, but the demand for introductory cans and jars of Maryland Club coffee containing coins (AA, Sept. 7) outran the supply. More's on the way. Clay Stephenson Associates, Houston, handles the account.*

Leo Burnett Names Lachance; Opens Office in Montreal

John Lachance has joined Leo Burnett Co. of Canada as French marketing supervisor. Mr. Lachance will be headquartered in the agency's newly opened Montreal office at 550 Sherbrooke St., West.

John Lachance

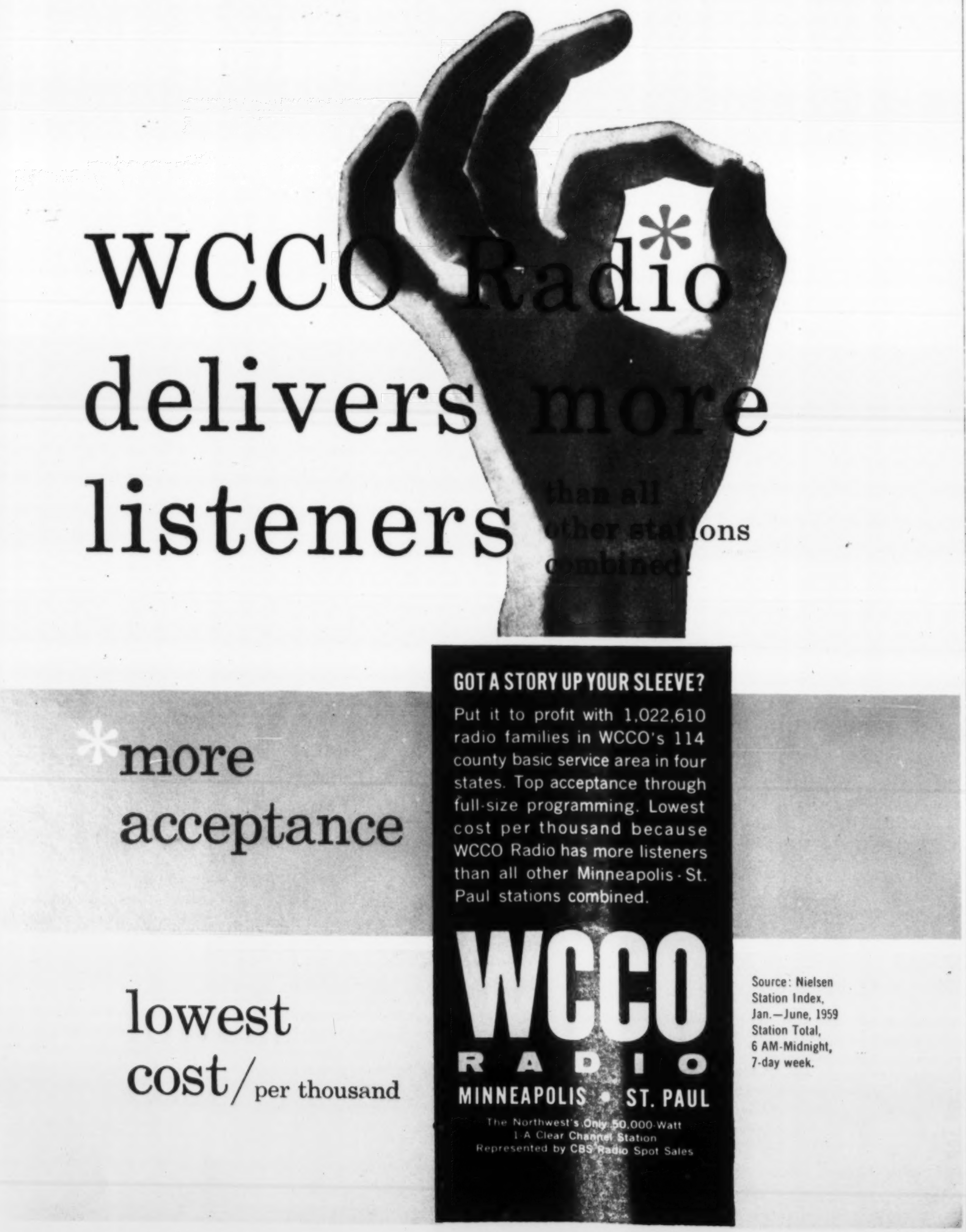
Mr. Lachance, who at one time was with Cockfield, Brown & Co., has headed his own French-Canadian consultant service for the past five years.

'Houston Post' Promotes Two, Adds One to Ad Staff

The *Houston Post* has promoted E. R. (Buster) Kendrick, formerly classified advertising manager, to administrative assistant to the advertising director and Duke Naegle, of the general advertising department, to head a new state advertising department which will handle ad sales in special sections and general advertising of local origin. Fred Rasmussen, formerly classified ad manager of the *Star Free Press*, Ventura, Cal., has been named classified manager, succeeding Mr. Kendrick.

Kidde Adds Two Departments

Walter Kidde & Co., Belleville, N.J., has established a market research and product planning department for its industrial and marine division.


WCCO Radio* delivers more listeners than all other stations combined!

*more acceptance

lowest cost/per thousand

GOT A STORY UP YOUR SLEEVE?

Put it to profit with 1,022,610 radio families in WCCO's 114 county basic service area in four states. Top acceptance through full-size programming. Lowest cost per thousand because WCCO Radio has more listeners than all other Minneapolis-St. Paul stations combined.

WCCO RADIO
MINNEAPOLIS • ST. PAUL
The Northwest's Only 50,000-Watt
1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Jan.—June, 1959 Station Total, 6 AM-Midnight, 7-day week.

Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

The postmarks are actual reproductions

WASHINGTON
JAN
12
P.M.
1959
VT.

WASHINGTON
JAN 19
4 PM
1959
KANS

Grit helps you cover

all the bases

and enjoy

balanced national coverage

WASHINGTON
JAN
21
1959
A.M.
CALIF

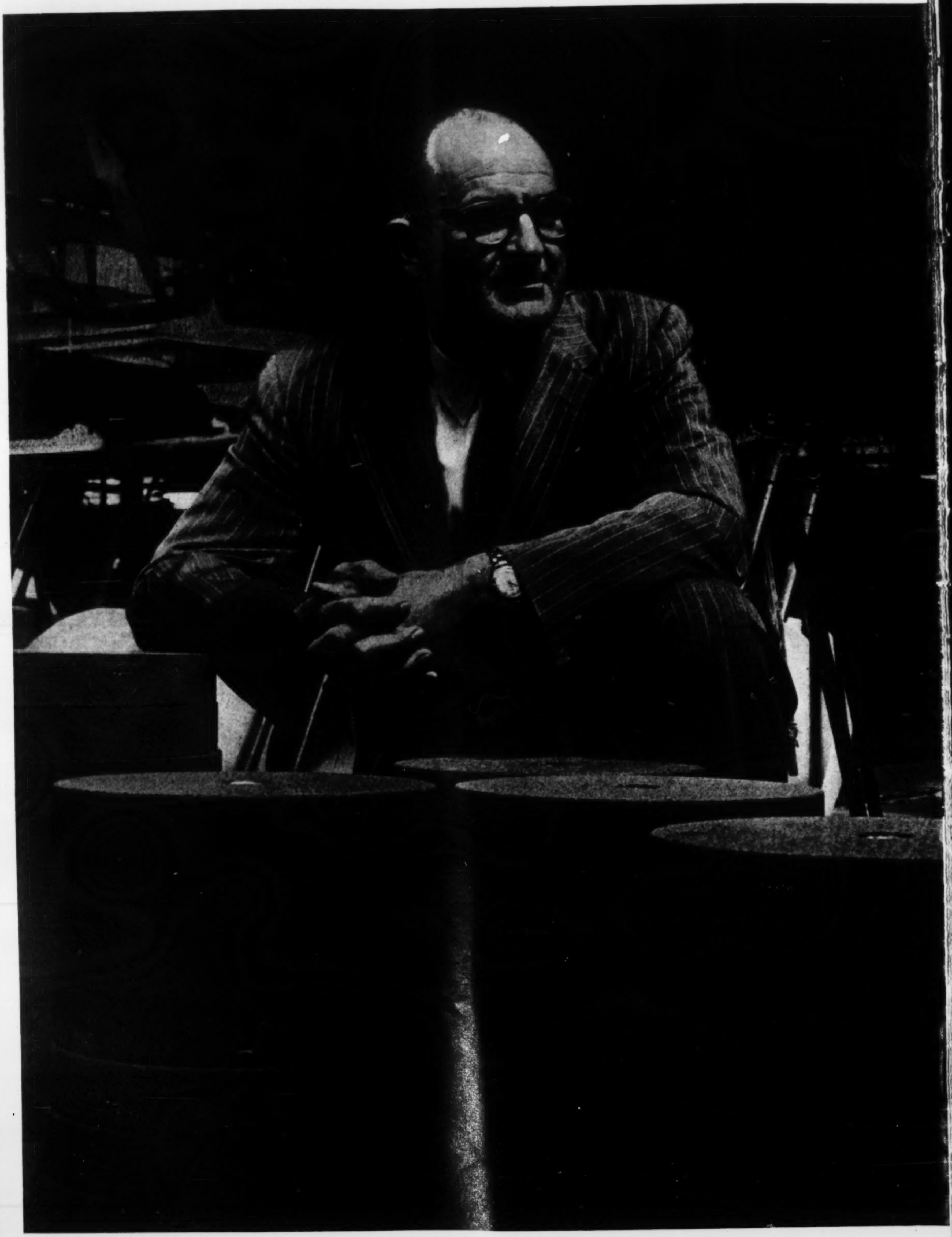
WASHINGTON
JAN
13
P.M.
1959
MAINE

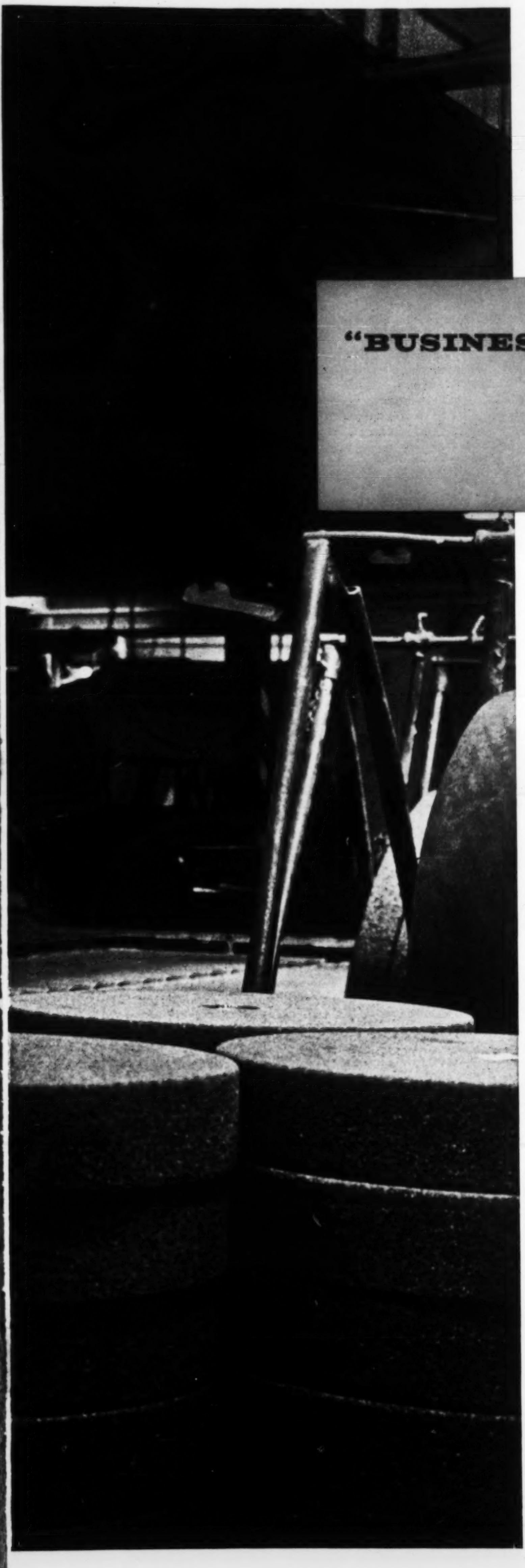
Your advertising in the conventional mass magazines may make your name table talk in Washington, D.C. But in most of the 26 *other* Washingtons—the small-town Washingtons —you could be something of a stranger. That's because the giant-circulation magazines don't penetrate small towns in the depth they do the metropolitan centers. Grit is your answer. For here is the one national publication which *concentrates* on small towns . . . provides the added coverage you need in 16,000 of them from coast to coast. A small investment buys a big Grit campaign . . . and no other publication can do what Grit does to give you *balanced national coverage.*

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit and Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco





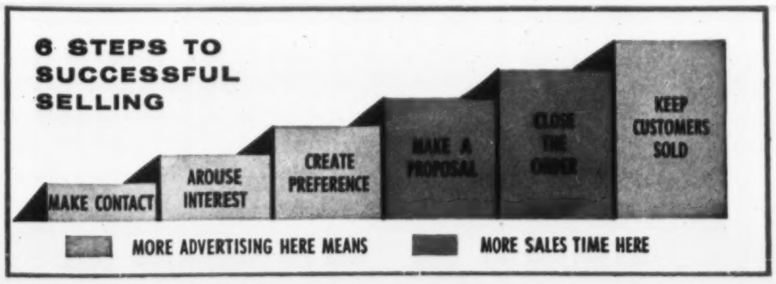
"BUSINESS PUBLICATION ADVERTISING SELLS OUR PRODUCTS AND OUR PEOPLE"

"We advertise in leading business publications to introduce our people and products to market," says Elden L. Auker, Vice-President, Marketing, Bay State Abrasive Products Company. "Our ads feature cost-cutting solutions to specific grinding problems. This has worked extremely well in direct support of our sales force, and also aids distribution by attracting top-flight field representation. We know of no other promotion method as efficient as advertising in business publications."

IF WHAT YOU MAKE OR SELL is bought by business or industry, you can "mechanize" your selling by *concentrating* your advertising in one or more of the McGraw-Hill publications serving your major markets. Men with buying influence pay to read these magazines . . . get your sales message while they're in a business mood. This gives your salesmen more time to make specific proposals and close sales.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



6 STEPS TO SUCCESSFUL SELLING
MAKE CONTACT
AROUSE INTEREST
CREATE PREFERENCE
MAKE A PROPOSAL
CLOSE THE ORDER
KEEP CUSTOMERS SOLD
MORE ADVERTISING HERE MEANS
MORE SALES TIME HERE

Borden's Milk
Borden's
ICE CREAM
vanilla

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

- In super-market and shopping center parking lots
- In high traffic areas of limited ground space

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

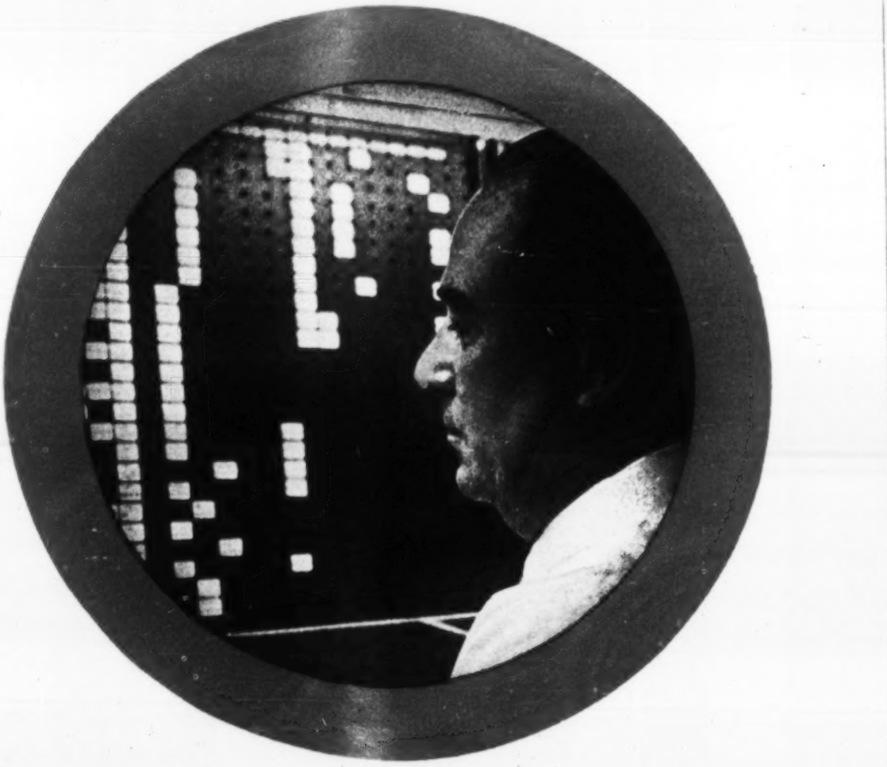
ACTION DISPLAYS, INC.
Berlin, Wisconsin

The most effective Day & Night outdoor advertising

Honeywell proudly presents the new
HEILAND
PENTAX H2
Honeywell
Heiland Photo Products
PENTAX

HEILAND PENTAX—*The Heiland division of Minneapolis-Honeywell Regulator Co. will run spreads like this one for its new Heiland Pentax single lens reflex cameras in November issues of photographic magazines. Heiland was named exclusive U. S. distributor for the Japanese-made cameras earlier this month (AA, Sept. 7). Tool & Armstrong Advertising, Denver, is the agency.*

Assistant plant manager Stanley T. Murphy, in charge of night operations at the Long Island City plant, checks the status of a job at the control desk.



Go to
the busy man...

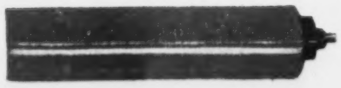
to get something done, the old proverb has it...which may be another good reason for going to Intaglio Service for your gravure production.

Oldest, largest, and busiest gravure processor, last year Intaglio handled more publication and packaging jobs than any other rotogravure engraver.

Intaglio's volume requires four plants in New York, Chicago, Detroit and Cincinnati. The continuous work flow, and nearness to customers, helps in time and costs.

Only Intaglio has the capacity for such volume...with a working force of more than 500 skilled personnel, 35% of whom have been with Intaglio for ten years or more . . . four brand new plants in the last three years, . . . with every available control for quality, air and light. Also more, and more varied, experience in gravure than anybody in the world!

The advertisers who use gravure most, in print and packages, depend on Intaglio for the best in gravure. You can, too!



Intaglio Service CORPORATION

Granco Posts 38% Sales Gain, Says It Sells 45% of Units

LONG ISLAND CITY, Sept. 22—Granco Products racked up a 38% sales gain in its fiscal year ended June 30, and at the same time brought its share of the U.S. market for American-made fm receivers up to 45%, according to Henry M. Fogel, Granco's president.

The company's dollar volume for the fiscal year totaled $3,070,486, compared with the fiscal 1958 figure of $2,223,180. Net earnings on these sales amounted to $49,152 in fiscal 1959, compared with $2,812 in fiscal 1959.

■ "These results reflect the consistent growth of public interest in fm radio," according to Mr. Fogel, who pointed to total fm receiver production in the U.S. for the first seven months of 1959 of 247,976 units, compared with 113,318 for the comparable period of 1958—a gain of more than 110%.

Granco in October will begin a series of magazine ads promoting fm generally, and Granco specifically, with the theme, "Now you can hear one-third better" (AA, Sept. 14). Robert Whitehill Inc., New York, is the agency. #

McElroy to 'Catholic Preview'

Thomas J. McElroy, formerly promotion and ad director for *Catholic Digest*, has joined *Catholic Preview of Entertainment* as vp of promotion and advertising. He has opened a new office at 36-40 37th St., Long Island City, N.Y.

Allbaugh Joins 'Newsweek'

J. W. Allbaugh, formerly with *Better Homes & Gardens*, has joined the Detroit sales staff of *Newsweek*.

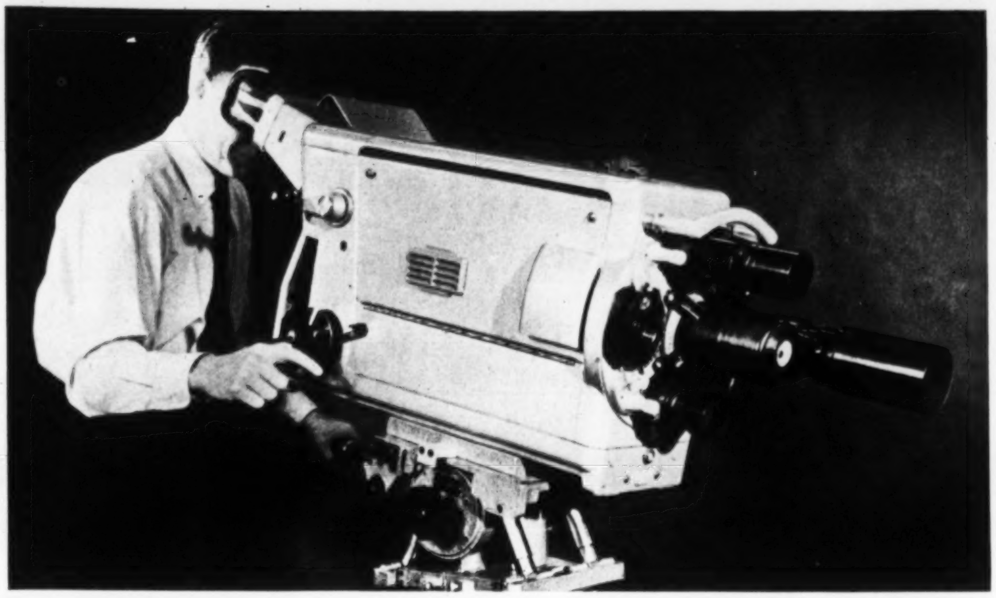
ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

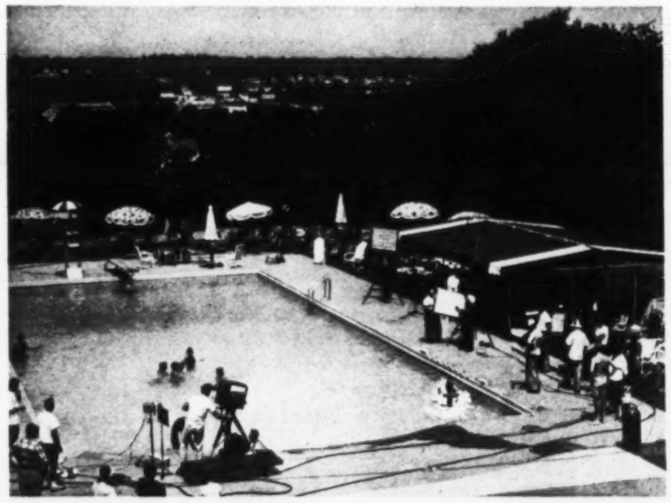
A Report to the TV Industry from Ampex Corporation

AMPEX TO MARKET MARCONI CAMERA IN U. S.; OTHER NEWS



NEW MARCONI CAMERA will be marketed in America by Ampex. Using a uniquely different 4½" image-orthicon, this British camera will give better picture quality than ever seen before in the U.S. Tape copies of even higher quality are an additional benefit due to lower picture noise in this newest Marconi Camera, says Neal K. McNaughten, Professional Products Division Manager. Ampex also will maintain national service organization for this camera and other Marconi equipment.

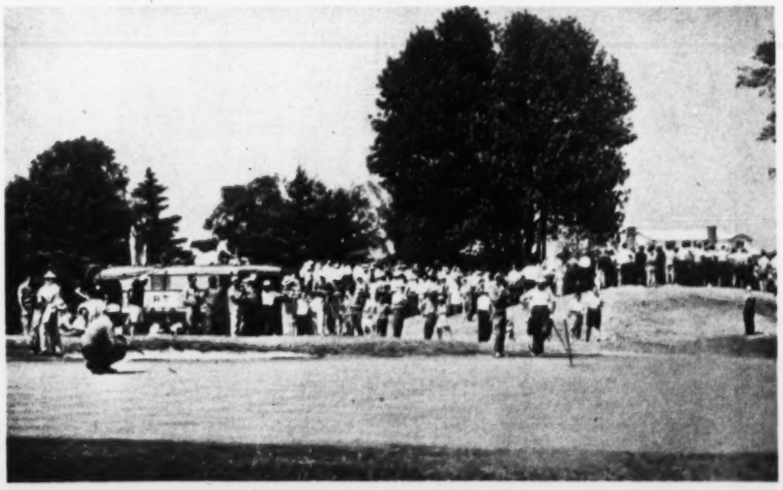
MOSS HART tapes comments for Bolshoi Ballet Spectacular after actual performance of Russian ballet was taped in Hollywood by KTLA. Moss Hart's comments were produced by Videotape Productions of New York. The two tapes, both made on Ampex Videotape* Television Recorders, will be combined for TV tape spectacular now being readied for presentation.



KELLOGG'S is now in second year on tape commercials. This commercial is being taped at Englewood Golf Club, New Jersey, using mobile mounted Ampex VR-1000 covering scenes at pool, on golf course and other nearby areas. Commercial is being produced by NTA-Telestudios of New York under George Gould's personal supervision. Leo Burnett is Kellogg's agency.

UNION OIL commercial taped on the hoof at Hollywood Race Track as a television first. While mobile unit speeds down track sequence is shot and recorded on Ampex Videotape Television Recorder at the same time. Seven action commercials were done in one day for Erwin, Wasey, Ruthrauff and Ryan, Union's advertising agency. Mobile Video Tapes, Inc. of Hollywood did the production.

TOURNAMENT OF ROSES taped by KTTV for General Petroleum (Mobilgas), saved extra crew and gained higher rating than four other TV stations who also televised this Pasadena New Year's Day Parade. In the past, parade was broadcast live, first at beginning and later at parade finishline for benefit of late risers. This year KTTV taped it from first viewpoint and then with Ampex Videotape Television Recorder, replayed tape later for broadcasts, as well. Rating for taped 10:30-11:00 a.m. portion was 27.8, with 41.6 of audience. Stromberger, Lavene, McKenzie is G.P.'s agency.



STANDARD OIL of Indiana and Pfeiffers Brewery taped daytime golf finale for broadcast during prime evening time period. Buick Open golf match at Flint, Michigan, broadcast live, ended in a tie. Monday daytime playoff was taped for evening time broadcast bringing high listener mail response for advertisers and station WJRT. D'Arcy handles Standard Oil and Maxon is the agency for Pfeiffers.

*TM AMPEX CORP.

LOCAL PAPERS PLEASE COPY:

Ulcer Gulch, Arizona, is now called "Foster's Ulcer Gulch"!

Bedazzled (and somewhat bemused) winners of The Saturday Evening Post Ulcer Gulch Contest feted throughout a frenetic frolic at New York's Tavern-on-the-Green

Radiant Anne Foster is the winner of Ulcer Gulch, Arizona, first prize in the Post's contest for advertising and sales executives. Mrs. Foster is a copywriter at J. Walter Thompson.

The name of Anne Foster—along with the names of 101 other advertising stalwarts—went down in contest history September 9. Mrs. Foster received the deeds to the historic town of Ulcer Gulch (read "Foster's Ulcer Gulch"), Arizona, after hearing herself named top winner at an award luncheon held at The Tavern-on-the-Green.

Second prize (a handsome get-me-to-the-station-on-time-type stagecoach) was won by L. C. Blunt, of the International Harvester Co. The 100 third prizes of "Big Think" western hats went to joyous ad folk across the country, including 24 from the New York area who were present at the party.

Mrs. Foster won first prize by adding a last line (forever a secret between her and The Reuben H. Donnelley Corp.) to this jingle: Let Ad Page Exposure show *you*/ What face-to-face contacts can do./ Just tell the essentials/ To Post-Influentials/..................

Questioned about future plans for her country acreage, Mrs. Foster, a charming writer with J. Walter Thompson, said, "Well, for one thing it'll be a chic second address for our 7-year-old daughter's future wedding announcement—you know, 'Mr. and Mrs. Foster of New York and Arizona announce . . .' "

And the future plans of that ebullient, Influential magazine, the Post? Perhaps they can be best summed up in a quote by Robert Morgan, ad columnist of the *New York World-Telegram & Sun:* "Last year a car, this year a town, tomorrow the world?"

Anne and Rod Foster, along with children, Alison, Thomas and Alexander, try out the second-prize stagecoach won by L. C. Blunt of the International Harvester Co., Chicago. Mr. Blunt, unable to attend party, will be feted later.

The 12 members of the municipal council of Foster's Ulcer Gulch are all women in advertising. Seven of them are shown with Anne Foster and Peter Donald, master of ceremonies at the award luncheon. From left to right, holding official proclamations, are: Doris Willens, advertising columnist for the *N. Y. Journal-American*, President, Chamber of Commerce; Margaret Hockaday, Hockaday Associates, Gambling Commissioner; Nan Findlow, J. Walter Thompson, Housing Commissioner; Jackie Agnew West, Cunningham & Walsh, U.S. Marshal; Janet Wolff, J. Walter Thompson, Fire Chief; Ruth West, Warwick & Legler, Justice of the Peace; and Margot Sherman, McCann-Erickson, Tax Collector.

100 adroit ad folk win "Big Think" western hats. At left, Richard Morton, manager of the New York office of the Post, helps Helene Martin, Warner-Lambert Pharmaceutical Co., don her hat. Complete list of winners is given below.

Carl von Ammon
J. Walter Thompson Co.

Laurence B. Angell
International Milling Co.

Ernest W. Baker, Jr.
Denman & Baker, Inc.

Peggy Floyd Bales.
General Electric Co.

B. F. Bell
Smith, Kline & French
Overseas Co.

Martin J. Biesc
Underwood Corp.

E. V. Bogert
The Bogerts, Inc.

Mr. Robert Bott
Young & Rubicam, Inc.

Fred J. Braun
Van Sant Dugdale & Co.

Charles P. Byington
Henry Quednaw, Inc.

Allan Clark
D'Arcy Adv. Agency

John B. Clark
Lands Adv. Agency

Miss Janice Clayton
Hooker Chemical Corp.

Horton Conrad, Jr.
Tatham-Laird, Inc.

Paul R. Cox
Young & Rubicam, Inc.

Madeline De Brava
Hawaiian Pineapple Co.

Gerald L. Eberly
Harris D. McKinney, Inc.

Robert F. Elder
Plax Corporation

Philip T. Fairchild, Jr.
Brooke, Smith, French
& Dorrance, Inc.

Rufus H. Fairchild
J. Walter Thompson Co.

Melvin Farman
The Prudential Insurance
Company of America

Richard Fechheimer
North Advertising
Agency

Mrs. Helen Fledderus
J. Walter Thompson Co.

Robert L. Francis
Armco Steel Corporation

Alice S. Goldberg
Benton & Bowles, Inc.

C. M. Grove
Van Der Boom-
Hunt-McNaughton

L. D. Hafemeister
Wyenberg Shoe Mfg. Co.

Mr. Rae Haines
James Lovick & Co. Ltd.

Eva Hamilton
Pet Milk Co.

Wanda Hancock
N. W. Ayer & Co.

Ruth C. Harmon
Ferro Corp.

Paul R. Hayes
General Electric Co.

Mildred Hennefield
Gumbinner Advertising
Agency Inc.

Mr. Robert G. Hill
Columbia-Geneva
Steel Division

Mr. Joseph Hoffmann
Prudential Insurance
Company of America

Henry Hunsicker
National Foremen's
Institute

George Huntington
Botsford, Constantine
& Gardner

Edmund E. Hurst
States Display
Advertising

Ralph N. Isaac
American Can Co.

H. R. Jarman
Young & Rubicam Ltd.

Bill G. Jenner
The Rath Packing Co.

Roger R. Jones
The Caples Co.

Gus Kaiser
The Caples Co.

Marianne Keating
J. Walter Thompson

M. A. Kelly
Ralph H. Jones Co.

R. A. Kipp
Kipp-Kelly Ltd.

Wm. B. Laighton, Jr.
Westfield Manufacturing
Co.

Charles J. Lonsdale
Meldrum & Fewsmith

George S. Lyman
Roche, Rickerd &
Cleary, Inc.

John H. MacLeod
General Electric Co.

Stanley Maltzmann
Morse International, Inc.

Helene M. Martin
Warner-Lambert
Pharmaceutical Co.

Ross Mason
Stauffer Reducing, Inc.

Mr. Donald E. McComas
New Process Co.

Howard H. McGinnis
O-Val Advertising Service

D. T. McGraw
Acacia Mutual Life
Insurance Co.

Warren Menaker
Foote, Cone & Belding

Ted Neale, Jr.
Neale Advertising
Associates

Richard K. Neu
Associated Advertising
Agency

Rodman A. Oakes
Benton & Bowles, Inc.

Larry O'Neill
Kohler Co.

Edward W. Palmer
New England Telephone
& Telegraph Co.

Frank E. Pamentel
Schenley Industries, Inc.

Emil A. Pavone
Four Roses Distillers Co.

C. B. Penhall
James Lovick & Co. Ltd.

Mr. Bob Powell
Cunningham & Walsh,
Inc.

Noble T. Praigg
Noble T. Praigg
Advertising

Natalie Rappaport
Nestlé-Le Mur Co.

Jack Ruddy
L. W. Ramsay
Advertising Agency

George H. Sampson
Winthrop-Atkins Co., Inc.

George Schafer
New England Mutual Life

R. L. Schuyler
E. I. du Pont de
Nemours & Co.

Frank G. Scott
Hawaiian Pineapple Co.

Mr. Perry L. Shupert
Miles Products,
Division of Miles
Laboratories, Inc.

Elizabeth Skerritt
Scholastic Roto
Magazine

J. G. Smith
Goodyear Tire &
Rubber Co.

Thomas R. Smith
Elbe File & Binder
Co., Inc.

Virginia S. Snyder
L. C. Gumbinner
Advertising Agency

Frank Sogorka
Sinclair Refining Co.

Ralph Z. Sorenson
Westinghouse Electric
Co.

David H. Sperry
Sperry Merchandise Co.

Kathryn A. Stanton
Stewart-Warner Corp.

Hal Stebbins
Hal Stebbins, Inc.

Eric Stigler
Leo Burnett Company

Florence L. Thwaites
Howard Zink Corp.

David W. Tibbott
New England Mutual Life
Insurance Company

Edward R. Tolles
Monsanto Chemical Co.

L. F. Triggs
Eastman Kodak Co.

Elmer E. Walsh
National Cash
Register Co.

Ray Walters
Sunshine Biscuits, Inc.

Dennis Webster
J. Walter Thompson Co.

William B. Webster
Master Lock Co.

Julia Weitzel
J. Walter Thompson Co.

Russell Werneken
Campbell-Ewald Co.

Robert Wheeler
Young & Rubicam, Inc.

Eliot L. Wight
U. S. Envelope Company

George Wilson
Quinn-Lowe

Robert A. Wilson
Cargill, Wilson &
Acree, Inc.

Ken Wunsch
Northwestern National
Life Insurance Co.

Dale Wylie
Iron Fireman
Manufacturing Co.

The Saturday Evening
POST

Sell the
Post-Influentials
...with
HI-FREQUENCY
Ad Page
Exposure!

A CURTIS MAGAZINE

your key to a
LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *35.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $7,220 is exceeded by just 6 of the 53 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information? Write for your copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

YOU MAY NEVER RING A 219-TON BELL*—

BUT... WKZO Radio Makes Big Things Happen For You In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio rings-in a total audience at least 32% larger than that of any other station serving Kalamazoo-Battle Creek and Greater Western Michigan.

This big lead in popularity holds true all morning, afternoon and evening (Monday-Friday, 6 a.m.-midnight) giving WKZO Radio the No. 1 spot *in 345 of 360 quarter hours surveyed!* (See Pulse, at left.)

Avery-Knodel can give you all the details on WKZO Radio—your "bell ringer" for Kalamazoo-Battle Creek and Greater Western Michigan.

**The Tsar Kolokol, cast in 1733 in Moscow and weighing about 219 tons, is the heaviest bell in the world. It was broken in production and was never rung.*

AM-TV-FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

What agency artists do after-hours: **Jim Ernst** in the art department of BBDO, New York, lectures this fall in a new series of advanced art seminars in the New York public library. Taking his seminar are fellow BBDO'ers **Bill Gale, Vic Capellupo** and **Ed Barkley,** as well as **Reed Sill** of Lennen & Newell. On Oct. 2 an exhibition of Mr. Ernst's paintings will open at the library's Little Gallery. For the past nine years he has lectured in the library's art education project, besides teaching one night a week at City College . . .

Weekend painter **James B. Zabin,** exec vp and secretary of Loewy Stempel Zabin (and not an art director), is being given his first art show at the Ahda Artzt Gallery in New York from Sept. 22 to Oct. 3 . . .

Sunshine Biscuits' **Gene Flack,** president of the Adclub of New York, is recuperating from surgery . . . Jimmy Morgan, 17-year-old son of **Paul Morgan** of Creole Petroleum, is the subject of a story featured recently by the AP Newsfeature Service. In it Jimmy reports on his two-month summer job as mail room boy at Ellington & Co. His verdict: Little pay, little chance of advancement, but what an education . . .

MacAfee Jaspan Patterson McKillip

ADMEN GOLF—*Among the 180 advertising-tv-radio people who participated in the seventh annual TV Guide golf tournament sponsored by the magazine's Philadelphia edition were Norman MacAfee, Warren Advertising; Elmer Jaspan, Bauer & Tripp Inc.; Ed Patterson, TV Guide, and Don McKillip, RCA Sales Corp.*

Bill Lane, vp and sales manager of *Sunset*, is still telling how he flew to Honolulu for *lunch* Sept. 1. He was among a group of Bay Area business leaders who jetted over for a morning dip at Waikiki, lunched with Hawaiian business men, and was on the way home by afternoon . . .

Harry D. Kurtz, account exec in the Cleveland office of Fuller & Smith & Ross, has been elected grand president of Sigma Phi Epsilon. He joined the fraternity's Ohio Gamma chapter in 1934 . . .

Warren C. Lattin, assistant division manager of Thomas J. Lipton Inc. in Cleveland, won first prize in the *Everywoman's Family Circle* ad competition. The prize: a Parisian trip for two, including a baby sitter for the two Lattin children and a free French course at Berlitz. Second prize winner, **Franke Cooke,** chain headquarters representative for General Mills, won $500 . . .

Ronald Burke, publisher of the *Salmon Recorder Herald*, Salmon City, Ida., is recuperating from a coronary attack . . .

Betty Bartley, stage and tv actress and president of Vidoscope Corp. of America, was married Sept. 10 to **Edgar Krass,** president of Krass-Zorn Advertising, New York . . . **James W. Finegan,** a copywriter at Gray & Rogers, Philadelphia, swept honors for the second straight year in the seventh *TV Guide* golf tournament at the Lanerch country club. He shot a 79, winning out by two strokes over **Carlton Hart** of N. W. Ayer . . .

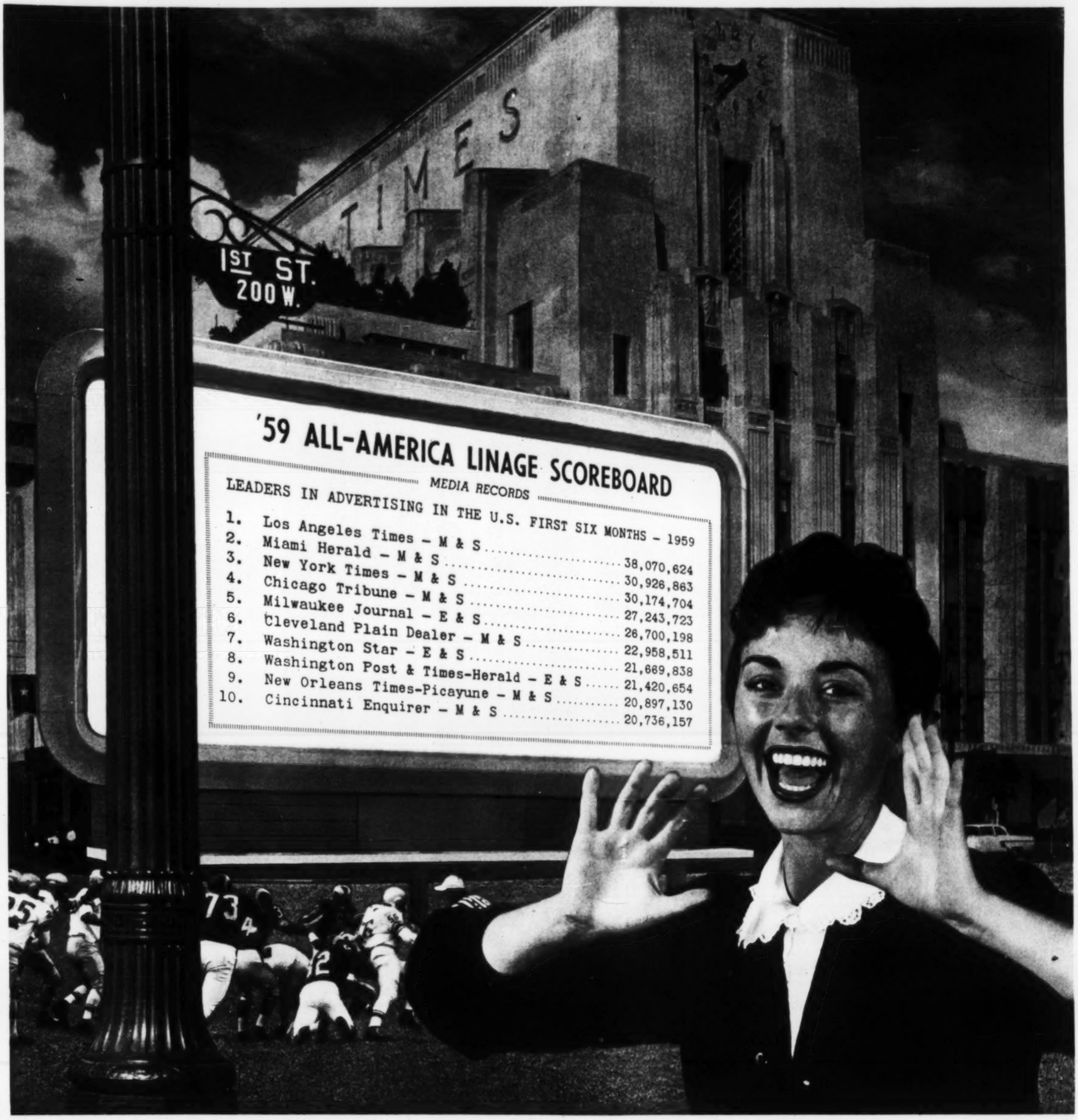
Lawrence Fertig, head of his own New York agency and economic writer for the Scripps-Howard Syndicate, is making an extensive tour of England, West Germany and Scandinavia, after attending the annual conference in London of the Mont Pelerin Society on "Economic Problems of the Free World" . . .

The new gold watch of **Richard P. Smith,** president of the W. R. C. Smith Publishing Co., commemorates his 25 years with the company . . . **Richard J. Robertson,** publisher of the *Review*, Darien, Conn., is back from mushing through Alaska . . . The 826th military intelligence detachment, army reserve unit based in Hartford, has set up an award to be presented annually for individual proficiency at active duty training, in honor of **Col. R. Reitemeyer,** publisher of the *Hartford Courant* . . .

Bill Jamison, assistant ad manager of the Carbondale, Ill., division of Kroger Co., was married Sept. 5 to Jean Higgins, daughter of **James A. Higgins,** general manager of the Lustour Corp. . .

Bob Young, Benton & Bowles account exec, repeated his Fourth of July sailing victory by winning the Labor Day Regatta Cup at the Gipsy Trail Club, Carmel, N. Y. **B. B. Turner,** president of Ethyl Corp., placed fourth and **George Whipple,** club commodore and pr account exec at BBDO, placed fifth—although in the first part of the regatta he won his first race in five years of sailing! The Whipple spouse, JoeAnn, brought a cup home though by winning the women's tennis doubles. Photographer for the affair was ad photographer **Henry Dravneek,** who also recorded the dramatic dunking of **Mary Holte Maxwell,** wife of *Look* salesman, **James Maxwell.** Mrs. Maxwell fared better at the club's horse show: She won the senior division . . .

Emerson Foote, who divides his time between New York and Chicago as senior vp of McCann-Erickson, has been named general chairman of the 1960 campaign of the Chicago Heart Assn. . .


TIMES
1ST ST.
200 W.

'59 ALL-AMERICA LINAGE SCOREBOARD

MEDIA RECORDS

LEADERS IN ADVERTISING IN THE U.S. FIRST SIX MONTHS - 1959

1.	Los Angeles Times - M & S	38,070,624
2.	Miami Herald - M & S	30,926,863
3.	New York Times - M & S	30,174,704
4.	Chicago Tribune - M & S	27,243,723
5.	Milwaukee Journal - E & S	26,700,198
6.	Cleveland Plain Dealer - M & S	22,958,511
7.	Washington Star - E & S	21,669,838
8.	Washington Post & Times-Herald - E & S	21,420,654
9.	New Orleans Times-Picayune - M & S	20,897,130
10.	Cincinnati Enquirer - M & S	20,736,157

At the half, the team from First Street in Los Angeles is leading again

Score at the half – Times leading by 7,143,761.

Once again – fifth year in a row, to be exact – the nation's official linage scorekeeper, Media Records, shows the Los Angeles Times in first place among all U.S. newspapers in total advertising linage for the first half of 1959.

Fact is, The Times scored so often in the first half this year, they've chalked up a 22% increase in linage over last year's first place position.

And the records go deeper. The Times piled up the biggest score in retail advertising over any other newspaper for the fifth consecutive year . . . gained more yardage in classified advertising for the seventh year . . . was second in financial advertising . . . third in general advertising . . . and *completely* out-ran all local competition.

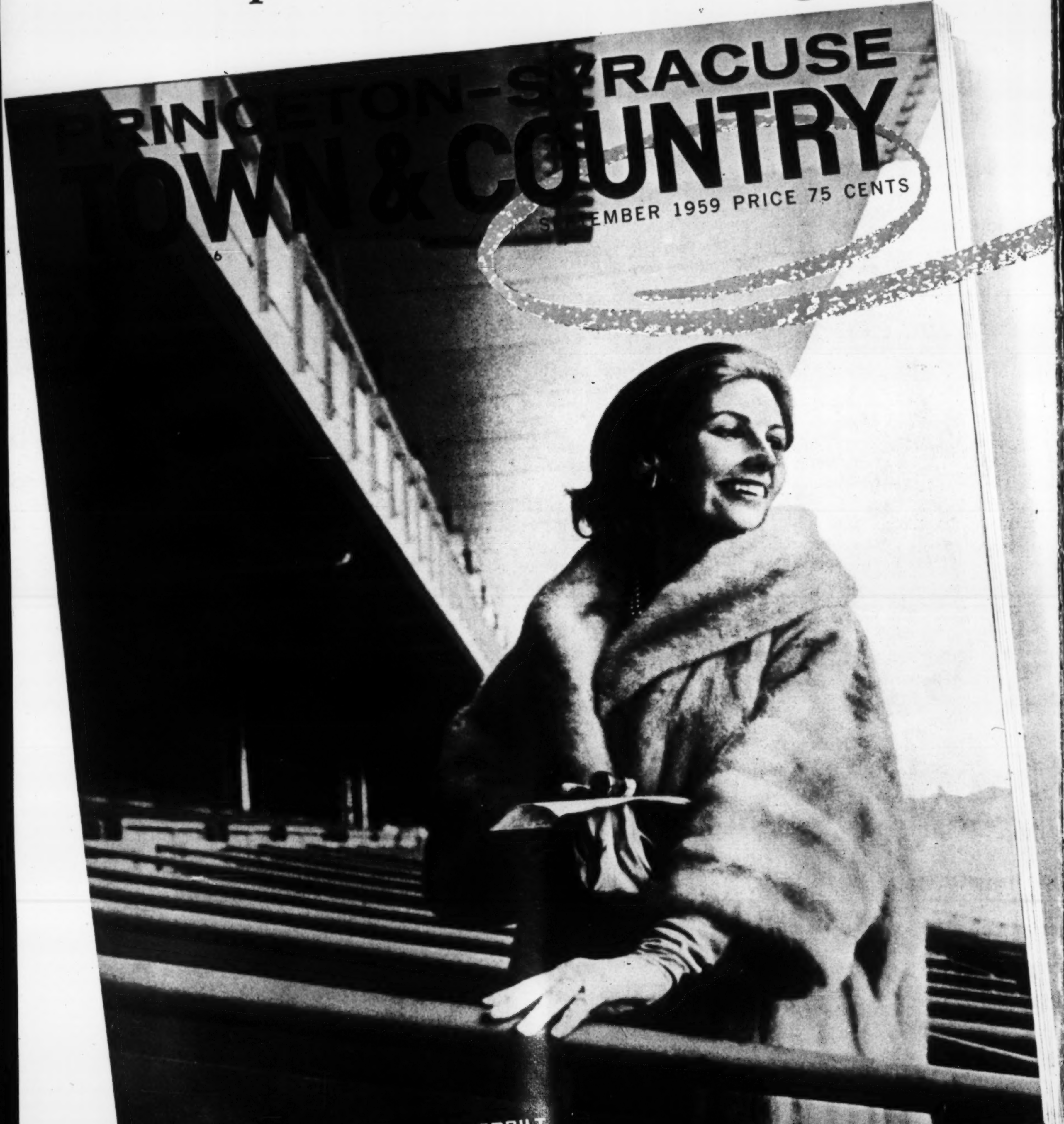
Why not send your advertising dollars to join the rooting section of this power-house team from First Street in Los Angeles, home of The Times. The second half score may be even bigger.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer & Woodward, New York,
Chicago, Detroit, Atlanta and San Francisco

Special interest magazines


PRINCETON-SYRACUSE
TOWN & COUNTRY
SEPTEMBER 1959 PRICE 75 CENTS
MRS. ALFRED GWYNNE VANDERBILT
AT FABULOUS AQUEDUCT RACE TRACK

© 1959 The Hearst Corporation

get ACTION!

The proof of action lies in repeat sales—

"Our promotion in your September issue was so successful that we expect to run it every year from now on."

When fashion-conscious Robert Powell Johns and fashion-conscious *Town & Country* get together on a sales promotion, the results are enviably productive. To the quotation above, Mr. Johns adds: "*Town & Country* has played a very important part in our growth and in the development of our prestige position in the market."

And such is the experience of the many other advertisers who appeal to the privileged circle of *Town & Country* readers—an audience that is dedicated to gracious living, and has money to spend on quality products.

"Our recent advertisement of a sealskin coat in *Town & Country* was most satisfactory. We have received approximately 40 inquiries and have already sold many coats," writes Esther Dorothy, Inc. And from Maurice Renter, Inc.: "Our double-page ad has brought literally hundreds of telephone calls from retailers and consumers about the price and source of the clothes."

Reader interest the key to ACTION

What is true of *Town & Country* is true of all Hearst Special Interest Magazines. Each is edited for a specific audience, with an intimate understanding of the reader's special interest—whether it be home-making or fishing, fashion or fiction.

There is no waste here. Each magazine fits its market as a key fits its lock. And because they speak a common language, share a common interest, advertising and editorial matter work in tandem—to create sales impulse at the local level.

So if you're looking for *action* in terms of sales, remember: Advertising works hardest where interest is greatest. And the circulation of the 13 Hearst Special Interest Magazines is measured not alone by numbers, or by geographical distribution, but by *intensity of interest*—the true measure of prospective buyers.

BAZAAR	SPORTS AFIELD	MOTOR	COSMOPOLITAN
SCIENCE DIGEST	POPULAR MECHANICS	American Druggist	Bride & Home
House Beautiful	Good Housekeeping	NEW Medical Materia	MOTOR BOATING

Hearst Magazines Get Action!

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told

Just the facts, man*

The 60 highest-rated shows in the nation's 37th market are all on WJIM-TV!

*LANSING NIELSEN, JULY, 1959

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve
LANSING....FLINT....JACKSON

Basic CBS
NBC... ...ABC

Market Researcher Mustn't Specialize, Kirkpatrick Warns

WILLIAMSBURG, VA., Sept. 22—"The good market researcher cannot be a specialist. His work requires him to live in close contact with all the departments of his company. Moreover, he must have close contacts throughout the wide spread of related business and industry.

"By necessity he has learned that nothing is accomplished except by people; that the human element must be part of every equation."

Those points were stressed here last night by Sidney D. Kirkpatrick, editorial director of *Chemical Week* and *Chemical Engineering*, McGraw-Hill publications, in accepting the 1959 Chemical Market Research Assn. memorial award.

▪ "Management," Mr. Kirkpatrick said, "is only as effective as the information it commands. Its manifold problems can be solved only when the whole intricate pattern fits together all these elements—economic, technical and human. To the plus factor in our equation we must add intelligent integration and interpretation of industrial information."

▪ Indicating that he will retire at year's end, Mr. Kirkpatrick reminisced about the founder of McGraw-Hill Publishing Co., the late James H. McGraw Sr., who, Mr. Kirkpatrick said, "was a pretty hard taskmaster, for he had what we often called 'high standards of dissatisfaction.' His favorite quotation, from Browning, was, 'Ah, but a man's reach should exceed his grasp . . .'

"He made this a part of every speech, but he repeated it most frequently to his editors to keep them on their toes and reaching for ever higher goals. We got to know it so well that we put it into the form of an equation: MR equals G plus I; because, as Mr. McGraw conceived it, his quotation meant man's reach equals his grasp in addition to a plus factor of imagination or of initiative or interpretation or even industrial information, which it was our business as editors to supply."

▪ Today, Mr. Kirkpatrick suggested, for management to reach beyond its present grasp it must have greater information.

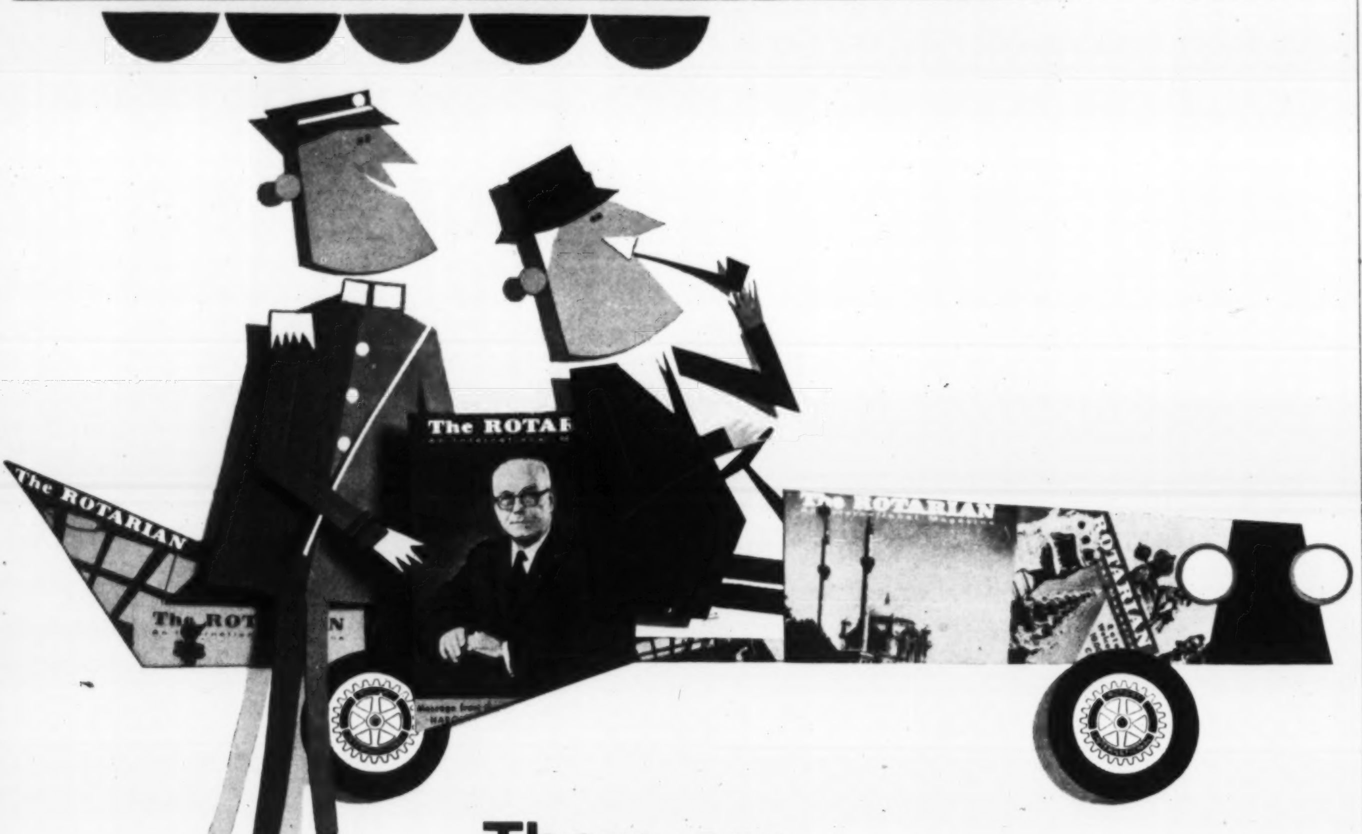
"The information that can be most helpful," he said, "[consists of] the facts and figures that result from market research. So my original equation becomes MR equals G plus I plus MR."

Referring to an article titled "The Reach of an Executive," in the January-February, 1959, issue of *Harvard Business Review*, Mr. Kirkpatrick described it as "an urgent challenge for a new dimension of market research."

Concerning the chemical industries, Mr. Kirkpatrick said, "Even the best economists feel handicapped in understanding and appraising developments in science and technology. Even the most expert statisticians need constant guidance on technical matters.

"What about the scientists and engineers who are becoming more economic and cost-minded? Couldn't they handle the information job of management? Certainly they could help, but too often they are badly handicapped. Their jobs are becoming more and more specialized, with less and less opportunity to participate in other phases of business.

▪ "A good market researcher," Mr. Kirkpatrick declared, "cannot be a specialist. His work requires him to live in close contact with all departments of his company. Moreover, he must have close contacts throughout the wide spread of related business and industry." #



There are few wealthier audiences than The ROTARIAN...

And if you think we're going to tell you the names of the magazines who have them, you're out of your mind. However, we'll happily fill you with facts about the loaded Rotarian readers.

They have an average annual income of $14,429. (Some agencies think that they're buying a class audience where the average annual reader income is around $10,000. Naive, aren't they?)

90% of The Rotarian readers play an active part in company buying. (Is an idea beginning to form in the back of your mind? Like including The Rotarian in next year's schedule for that important industrial account?)

84% are homeowners, constantly buying, buying, buying. (And these are the men who have the money to keep everlastingly at it.)

82% are active travelers—more than 12 trips a year. (Bet your travel accounts would like to know about that!)

And now comes the clincher. The Rotarian delivers this wealthy, influential audience of 357,390 subscribers to you for the low, low cost of $3.69 a thousand.

We'll be happy to send you a complete study of The Rotarian Reader, done for us by Market Facts, Inc.

Send for the study of Revista Rotaria, too. It's the Latin American counterpart to The Rotarian Magazine, with a circulation of 43,462.

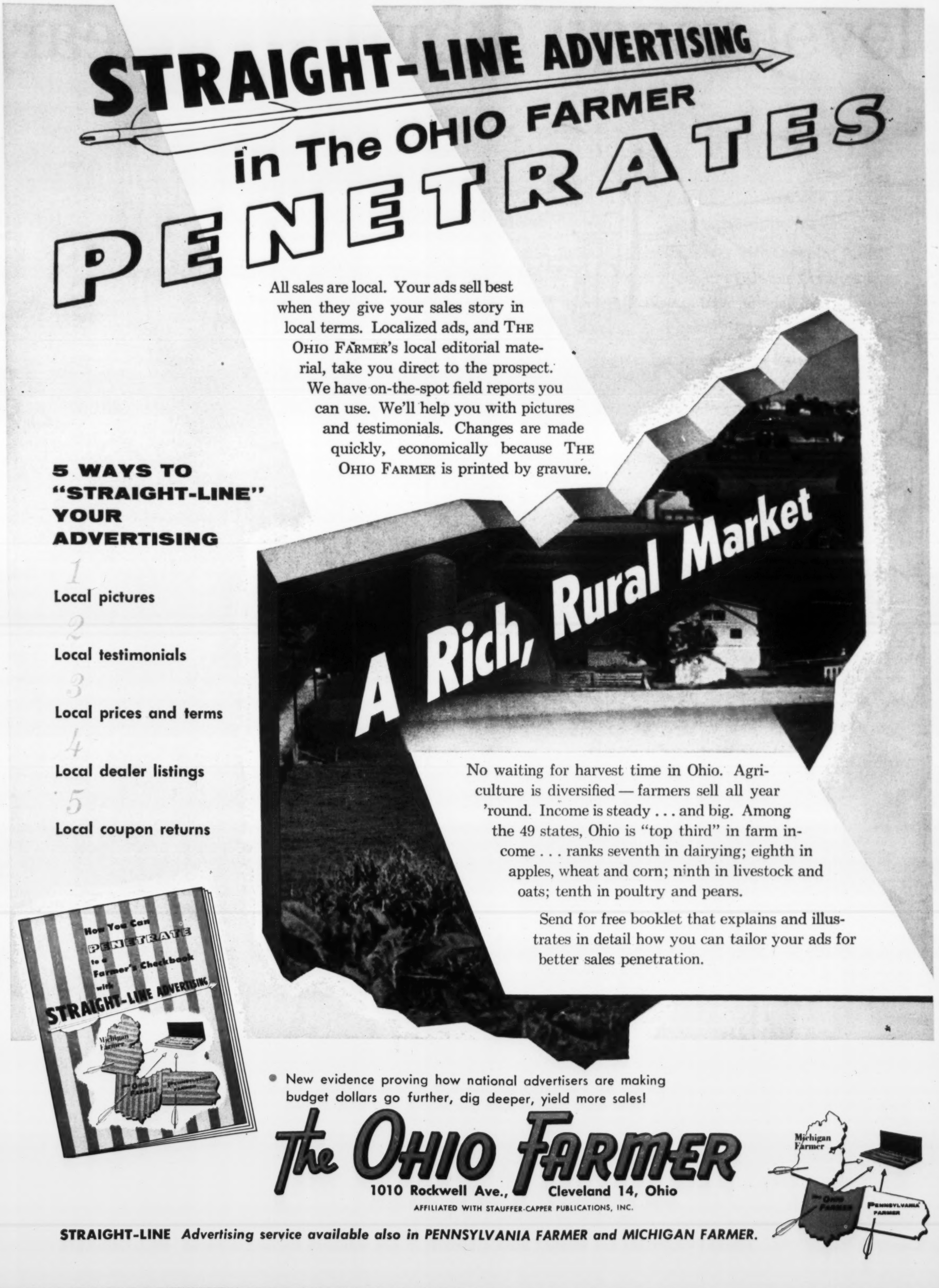
ABC

The Rotarian
1600 Ridge Avenue, Evanston, Illinois
Revista Rotaria

Pre-Planning Is
VITAL
to a Contest

The advertiser who seeks expert advice when *first* considering a contest will save headaches then, and avoid possible errors later. The well-planned contest can produce results—the professional can help achieve them. There is no obligation in consulting our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)



STRAIGHT-LINE ADVERTISING in The OHIO FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and THE OHIO FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because THE OHIO FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1. Local pictures
2. Local testimonials
3. Local prices and terms
4. Local dealer listings
5. Local coupon returns

A Rich, Rural Market

No waiting for harvest time in Ohio. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Ohio is "top third" in farm income . . . ranks seventh in dairying; eighth in apples, wheat and corn; ninth in livestock and oats; tenth in poultry and pears.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

How You Can
PENETRATE
to a Farmer's Checkbook
with
STRAIGHT-LINE ADVERTISING
Michigan Farmer
Ohio Farmer
Pennsylvania Farmer

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

The OHIO FARMER

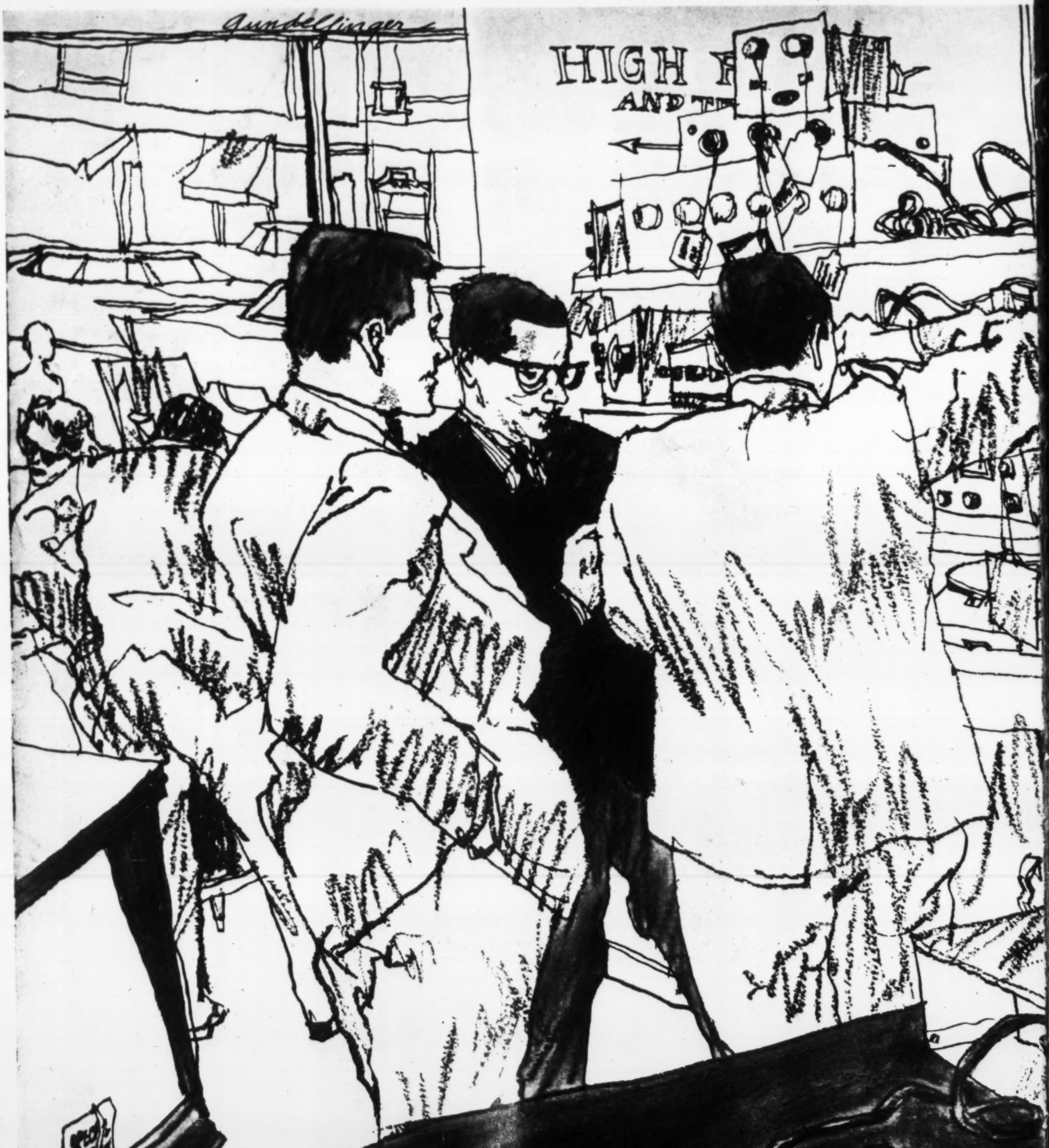
1010 Rockwell Ave., Cleveland 14, Ohio

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.

Michigan Farmer
Ohio Farmer
Pennsylvania Farmer

STRAIGHT-LINE *Advertising service available also in PENNSYLVANIA FARMER and MICHIGAN FARMER.*

Loud and clear:


Gundelfinger
HIGH F
AND T

the boom at the upper level

Sketched at Liberty Music Shops, New York City

Make the most of it in TIME

Recently you heard it in high fidelity . . . now it's in stereo. It's a high-decibel boom and it's at the upper level.

In the last decade, the number of families with incomes of $10,000 and more has surged 235% . . . two-car families have increased 396% . . . overseas travelers have jumped 215% . . . yet the number of U.S. families generally increased only 22%.

Obviously this is a different kind of boom—peopled by 8 to 10 million families. But what families they are! Well-educated, higher incomed: the best customers in America.

They are the people who set styles, establish trends and make the national and local decisions. They are the people who drop the good as soon as the better comes along.

Of course not all of them read TIME every week, but those who don't are surrounded by those who do—by friends, business associates, colleagues and families.

You reach them in great numbers, sell them in great numbers in the pages of (and only in the pages of) their favorite magazine—TIME, the Weekly Newsmagazine.

TIME
THE WEEKLY NEWSMAGAZINE

This Week in Washington . . .

Commerce Department Acts Friendly to Admen, but Patent Ad Rule Stays

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 24—The Commerce Department's ban on advertising by patent agents proved to be the focal point of discussion as the department's newly organized advertising advisory committee got down to brass tacks in a two and one-half hour meeting here this week.

Patents Commissioner Robert C. Watson was on hand to explain why he regards this as a "good and justified" rule.

Trade association executives who serve on the committee reiterated their belief that unscrupulous agents should be barred from practice, but that whether or not particular agents advertise or do not advertise ought not to be a matter of concern to the Department of Commerce.

No minds were changed. Commissioner Watson left convinced the rule should remain; the committee members registered determination to reopen the issue at every possible opportunity.

■ Other items on the agenda included a report on the Commerce Department's important new study of direct mail advertising, which is just getting under way, and a discussion of the Ohio "right to advertise" law. Members decided they needed to know more about the "right to advertise" law before they would be prepared to endorse it. They hope to have an answer by the time they hold their next meeting, in New York Oct. 26.

Commerce Secretary Frederick Mueller signified his respect by dropping in briefly. His remarks dealt mostly with the current visit of Soviet Premier Nikita Khrushchev, but the cordiality displayed by the secretary and his associates suggests the cold war between the Department of Commerce and the advertising industry has begun to thaw and that diplomatic relations are on considerably firmer footing than they have been in the recent past.

U. S. Probes Mail Ad Field

Horace Hart, director of Commerce Department's printing and publishing division, says the department's survey of direct mail advertising will be an eye-opener. Originally undertaken as an offshoot of the postal rate controversy, it is going to produce a gold mine of information about the multitude of sellers who operate through direct mail, and about the immense amount of business that depends on effective direct mail selling.

In a recent discussion of the project, he said preliminary studies demonstrated that there is scarcely a product or service which is not being sold either directly by, or with the aid of, direct mail. When the results of the study are in, he anticipates an intriguing array of information pointing up the importance of direct mail to various industries, and the variety of ways in which it is used.

One interesting fact already uncovered is that 3% of the post offices account for 68% of the mailers, and that 1% of offices with receipts over $1,000,000 contains 60% of the permit holders.

The Census Bureau, which is doing the field work on this survey, is interviewing a sample of 18,000 selected from the Post Office Department's 235,000 bulk permit holders. In an effort to measure the impact of rate increases, they will be asked to report changes in mailing procedures, and in that most sensitive of all figures—profits. That last subject is a touchy one, but the Commerce Department believes business men have sufficient confidence in the integrity of the Census Bureau so that they will cooperate.

Navy Tolerates Movie Tie-in

When it comes to promotional tie-ins between business men and government, what's sauce for the Treasury isn't necessarily sauce for the armed services.

A few days ago, you may recall, Treasury officials were before a House judiciary subcommittee because Rep. Abraham Multer (D., N. Y.) felt it is "undignified" for the government to let itself be associated with promotional projects like Own a Bit of America.

Although he emphasized that the Treasury has profited tremendously from tie-ins with commercial organizations, Under Secretary Julian Baird calmed the committee by promising a new stand-off policy: No Treasury people at commercial promotional events; no commercial events on Treasury property.

■ Here's the irony: En route back to the Treasury, the under secretary's car passed a Navy recruiting poster on Pennsylvania Ave., in front of the Post Office Department. If he had looked out, he would have seen a compelling example of tie-in between the Navy and the motion picture industry.

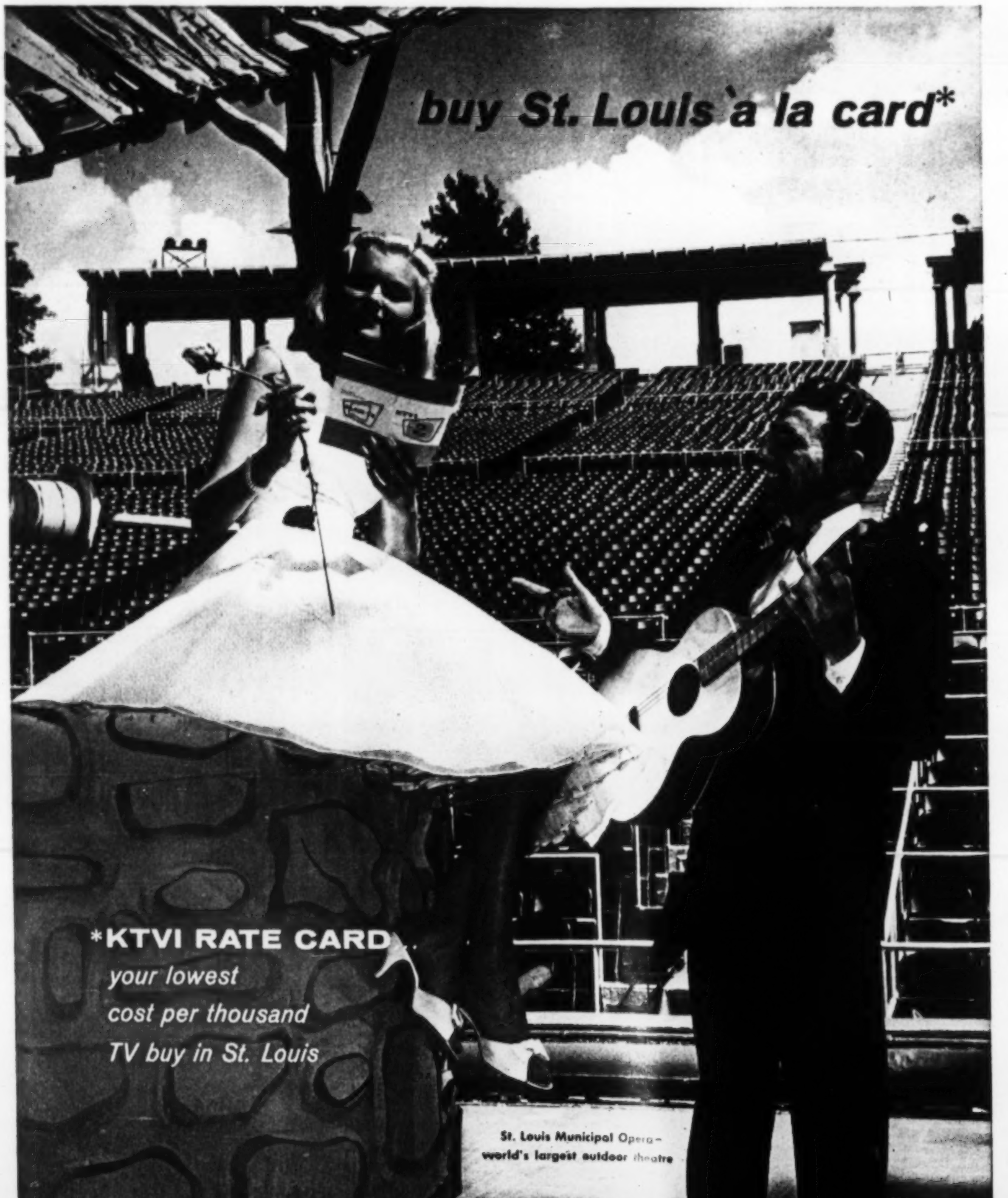
Most of the poster is an inspiring picture of John Paul Jones in action. In the lower left corner is a "plug" which no advertiser could buy: The words "For further information about life in the U. S. Navy contact your local recruiter—and see 'John Paul Jones' at your local theater."

Probers Eye 'Ad' Deals

Adjournment of Congress leaves members with more time for investigations. So soon as congressmen catch their breath, you can expect a rash of hearings on touchy problems, each generally in the presiding congressman's home state.

For example, a House small business subcommittee under Rep. James Roosevelt (D., Cal.) digs into price discrimination in the grocery business with a hearing Oct. 8 in San Francisco. Some of the issues are the kind that Federal Trade Commission Chairman Earl Kintner warned about in his recent speech before the Advertising Club of Washington: Price rebates disguised as advertising allowances.

The Roosevelt subcommittee has subpoenaed records of eight major chains, plus those of a number of large wholesalers and one cooperative buying group. #



buy St. Louis 'a la card*

*KTVI RATE CARD
your lowest
cost per thousand
TV buy in St. Louis

St. Louis Municipal Opera—
world's largest outdoor theatre

KTVI
CHANNEL 2 ST. LOUIS

abc

Represented
nationally by
BLAIR-TV

SWINGLES.*
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N. Y. 19, N. Y. PLaza 7-5730

"You can't beat it!"

STARTING WITH ISSUE OF SEPT. 15, 1959
THE LOOK
MAGAZONE PLAN
So bold, so flexible, so appealing that 58 advertisers
...48 of them new in LOOK...ordered over 300
Magazone insertions before the first issue went to press
ZONE 1
ZONE 2 MIDDLE ATLANTIC
ZONE 3 SOUTHEAST
ZONE 4 EAST CENTRAL
ZONE 5 WEST CENTRAL
ZONE 6 SOUTHWEST
ZONE 7 PACIFIC
LOOK

"Both the ad flexibility and the merchandising possibilities are too great to overlook. We're sold on LOOK's Magazone plan."

This is just one of many voices, all over the nation, heralding Magazone as an unqualified success. Right after the first Magazone issue went on sale, 60 advertisers—almost all of them new in LOOK—had placed almost 350 insertion orders on our books.

Enthusiasm runs high, wide and varied among marketers; some first-issue advertisers tell you why: "The use of LOOK's Magazone Plan was greeted literally with cheers by our sales staff," relates *Kessler-Hunter Distillers Co.* Says *Shaw Shoes*, "With Magazone we can be sure of a much better return on our advertising promotions." *Shasta Soft Drinks* reports, "The LOOK Magazone Plan is tailor-made to fit our distribution pattern. It opens up new directions for our sales message." *Peak Anti-Freeze* tells a powerful story, "This is the first time we've been able to schedule national magazine advertising on a schedule basis in those areas of high sales potential." *Lester Brothers* (Lesco Homes) puts it this way, "To get the same coverage that LOOK gives us in our area, we would have to pay about twice as much and still get a much smaller size ad."

The LOOK Magazone Plan is geared to modern marketing needs—provides advertisers with seven geographic zones available individually or in *any* combination. It offers tremendous household reach—1 out of every 3 households in most zones. It's tailor-made for seasonal promotions, dealer tie-ins, new product introductions on any area-by-area basis. Copy testing, change of price tags?—the Magazone Plan is flexible enough to fit *your* individual plan. Contact your LOOK representative for full details.

LOOK **the exciting story of people**

LOOK offices are situated in New York, Hartford, Philadelphia, Pittsburgh, Cleveland, Atlanta, Chicago, Detroit, Minneapolis, Los Angeles and San Francisco.

Lewine Leaves NBC to Become Program Head at CBS Films

NEW YORK, Sept. 23—Robert F. Lewine, vp in charge of tv network programs for NBC since 1957, has resigned to become program vp of CBS Films.

This post has been vacant at the CBS film production and distribution subsidiary since Leslie T. Harris left in July to join Independent Television Corp. in London.

Robert F. Lewine

Mr. Lewine will assume his new duties in mid-October. His first assignment will be to open and staff a Hollywood production office for CBS Films. He also will augment the company's New York staff. At first he will commute between the East and West Coasts, but he ultimately will be headquartered in Hollywood. He will report to Sam Cook Digges, administrative vp of CBS Films.

There has been no word as to Mr. Lewine's replacement—if any—at NBC-TV. Since April, David Levy has been the program boss at that network, with the title of vp in charge of programs and talent. #

'LHJ' Promotes Webbe, Hunter

Ladies' Home Journal, Philadelphia, has appointed two division sales managers, newly created posts, effective Jan. 1. Scotson Webbe, now a sales manager in Philadelphia, will become sales manager, western division, with headquarters in Chicago. DeWayne G. Hunter, now San Francisco manager, will become sales manager, eastern division, with headquarters in New York. He will be succeeded as manager of the San Francisco office by Elwin F. Rosendahl, at present a member of the Chicago sales staff.

Television Comes to Nigeria

Intercontinental Services Ltd., New York, has been appointed U.S. advertising representative for Radio Nigeria and WN-TV in Western Nigeria. WN-TV, scheduled to begin operations in October, will be Nigeria's first tv station. Radio Nigeria, scheduled to go on the air in January, will be Nigeria's first commercial radio station. Both are owned by British Rediffusion.

Lynn Baker Adds Fromme's

H. S. Fromme & Co., producer of Fromme's Finest coffee and Caffe Vivo, has appointed Lynn Baker Inc., New York, as its advertising agency. Platt & O'Donnell is the previous agency of record.

CHAINED
to the HOT
TYPOGRAPHY
HABIT?

BREAK IT WITH...

FILMOTYPE

Like real cool, man. That's what you'll say about the Filmotype Photo-Typesetting Machine. Cold composition for every display type and lettering need! Actually a pleasure to use, especially since cost is pennies per word . . . quality unquestionably finest professional grade . . . the convenience, speed, simplicity perfect supplements to the pressure of production. Filmotype . . . the hottest machine in the field of cold composition!

AND CONSIDER: the most all-inclusive style selection in photo-typesetting/From 12 pt. to 144 pt./Screens, tints right from the machine/Limitless intermixing of faces.

NOTE: Play it safe . . . save . . . with the Filmotype "Pays-for-itself" Purchase Plan. Write for complete details, today.

FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.

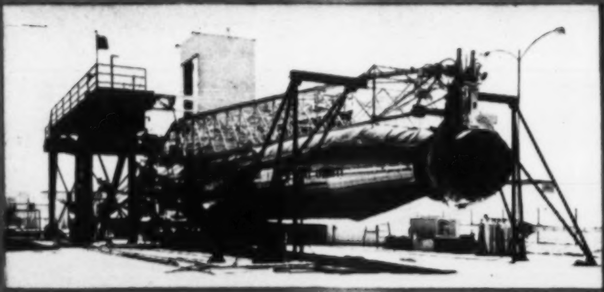
☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name________
Firm________
Address________
City________ Zone____ State______

ANNOUNCING AVIATION WEEK'S
5th ANNUAL

BUYERS'



MAJOR PRODUCT CATEGORIES INCLUDE

Aircraft

Avionics

Space Vehicles & Missiles

Support Equipment & Activities

Airport & Airline Equipment

Geehan Named to Ad Post

W. V. Geehan, formerly assistant to the president of E Z Paintr Corp., Milwaukee paint roller manufacturer, has been named to head a new national advertising and pr department in the company. He has been with the company for eight years. Vern T. Touchett, company president for whom Mr. Geehan was assistant, died recently.

Set Up Huge Ad Fund, Jones Tells Home Builders

(Continued from Page 3)

average American is as discontented with an antiquated house as he would be with a 20-year-old automobile, then the building industry will continue to eat bread while its dollar competitors—the boat people, the swimming pool people, the trip-to-Europe people—munch on cake."

Mr. Jones warned the home builders that they cannot depend on the supplier-manufacturers' advertising dollar, which, he said, is "as chewed up as a seagull in a jet engine." He estimated that an ad fund of $8,000,000 would be established if each member of the NAHB contributed $5 for each housing start.

■ "I would like to see house merchandising moved out of the commodity class and into the realm of the emotions where it belongs," Mr. Jones continued. "For the great merchandising battles are fought and won in the minds of man. The shop counter or the closing room is merely where the formal surrender takes place.

"Not until Americans in the majority are made to be discontented with living in an impractical, uneconomical, uncomfortable home will the building industry attain—and maintain—the position it not only deserves but must have in our political and social economy. Faced with such a massive lack of obsolescence no other industry that I know of could survive, let alone grow." #

Boyer Named Ad Manager

E. D. Boyer has been named advertising manager of the *SAE Journal*, New York. Previously advertising sales manager, Mr. Boyer will continue to handle directly the publication's eastern territory.

JWT's Miami Office Moves

The Miami office of J. Walter Thompson Co. has moved to 299 Alhambra Circle, Coral Gables, Fla.

THE ONE AND ONLY COMPLETE BUYERS' GUIDE
SERVING THE ENTIRE AVIATION INDUSTRY
. . . and ITS RELATED TECHNOLOGIES

GUIDE ISSUE

THE STANDARD PURCHASING REFERENCE OF THE INDUSTRY
LISTING OVER 50,000 MANUFACTURERS' PRODUCTS IN
OVER 1,800 SEPARATE PRODUCT CATEGORIES

Day after day, engineering-management people review AVIATION WEEK'S ANNUAL BUYERS' GUIDE in their search for new sources of supply for products, materials and services. AVIATION WEEK'S BUYERS' GUIDE is the industry's recognized buyers' guide covering all segments of the $11 billion aviation industry and its related technologies.

The new 1960 edition is more complete, more up-to-date, more essential than ever before because it provides expanded listings on new products and companies in the new areas of the total market. It will contain over 50,000 manufacturers' product listings divided into over 1,800 specific product categories. In addition to being quick and easy to use, the BUYERS' GUIDE includes complete listings of government procurement agencies telling: Where to go; Who to see; What they buy.

ADVERTISER BENEFITS

Advertising dollars work overtime in the BUYERS' GUIDE through year-long life and multiple exposure of your advertising. For example, a survey made eight months after publication of the 1958 edition revealed that:

71% still had their copy
9% passed on their copy to purchasing, engineering or other departments.

. . . of those who still had their copy:

16% referred to it once a week or oftener
44% referred to it once a month or oftener

Thus 60% referred to it at least once a month.

Advertisers' product listings are bold faced and include a reference to the page number of their advertising. In addition to an alphabetical advertisers' index, there is a "product" advertisers' index. To supply you with key industry sales leads the BUYERS' GUIDE contains Reader Service cards.

If you sell to the aviation industry, your advertising message belongs in the BUYERS' GUIDE . . . it will reach over 75,000 key engineering-management decision makers.

Be sure to reserve space in this exclusive issue . . . publishing date is mid-December and closing date is November 1, 1959.

BUYERS' GUIDE ISSUE FOR 1960

ABP ABC

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET, NEW YORK 36, N. Y.

Aviation Week
Including Space Technology

Stickin' around with kleen-stik®

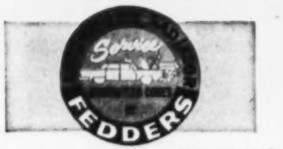
1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

IDEA NO. 159

A Little Kleen-Stik . . .

. . . and a *lot* of ingenuity solved not one, but *two* problems for Consolidated Badger Co-Operative, West De Pere, Wis., packers of Morning Glory Ice Cream. The problems: using up a stock of obsolete cartons, *and* promoting a valuable premium offer. Manager Archie Smith huddled with Les Rose, Pres. of Romo Display Advertising, Green Bay — who worked out this *dual-purpose* band. Printed on "Tensalex", it resists the cold and moisture of freezer cases. And it's held in place with two strips of *tight-stickin'*, peel-and-press Kleen-Stik "D" Tape. So easy to apply . . . so *effective* . . . so *low* in cost!

The World's Most Versatile Self-Sticking Adhesive



IDEA NO. 160

Name-Spreaders for FEDDERS

Putting their name UP where it can be *seen* by prospects is a "must" for Fedders Corp., Maspeth, N.Y. F'rinstance, in auto service outlets, pushing their Radiator Cores. This neat display, sparked by Ad Mgr. Harold Boxer and Art Dir. Howard Wachter, makes dealers *want* to put it up. And the Kleen-Stik Acetate on which it's screened makes it *easy* — simply p-e-e-l the backing and press in place *inside* window, door, or showcase. Ralph Coe and Jack Lane, of Gotham Adv. Displays, N.Y.C., engineered the colorful production.

Promoting premiums or building brand identity—your P. O. P. will do it more effectively and more economically with modern, moistureless Kleen-Stik. For ideas, see your regular printing source — or write for our *free* "Idea-of-the Month" bulletins.

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

james k. millhouse
PUBLISHERS' REPRESENTATIVE
5035 Montrose Avenue, Chicago 34, Ill.

Set N. Y. Apple Promotion

The New York and New England Apple Institute and the Western New York Apple Growers Assn. have joined forces for a fall McIntosh Apple Jamboree, called "the biggest apple promotion ever attempted in this area." More than 80,000 lines of newspaper space will be used, divided among 27 papers, plus an average of 20 one-minute radio spots over 30 key stations for three weeks. The New York and northern Pennsylvania area will be covered. Charles W. Hoyt Co., New York, is the agency for the promotion.

Metalframe Names Williams

Metalframe Aquarium Co., Pine Brook, N. J., has appointed Williams & London Advertising, Newark and New York, to handle its advertising.

Latecomers Still Join Parade of TV Specials

(Continued from Page 3)

NBC was the signing of Renault as co-sponsor of "Moon & Sixpence," starring Sir Laurence Olivier. The other half of this Dec. 10 spec will be backed by RCA.

- Union Carbide Corp. will sponsor "World Series Special" on NBC Sept. 29, at 9:30 p.m., EDT. Prestone anti-freeze will be advertised on the hour spec, which will originate from Chicago, home of the American League champions, the White Sox.

- At CBS the jubilation centered around the entry of Arthur Godfrey into the specials arena. Mr. Godfrey swamped the competition in the Arbitron ratings his first time out for Benrus watches, Hoover vacuum cleaners and Kitchens of Sara Lee. He is expected to do another special for the same sponsors shortly after the first of the year.

And CBS' daytime special, "The Woman," is half sponsored this season, thanks to Dow Chemical. The first fall program in this irregular series raised the provocative question, "Is the American Woman Losing Her Femininity?"

- At ABC-TV a second Frank Sinatra spectacular was added to the '59 list. All four of the slotted Sinatra telecasts will be sponsored by Timex. His spring show will be a welcome home party for Elvis Presley. Mr. Presley is returning to civilian life after his stint with the Army.

Chrysler Corp. will give network coverage to the J. L. Hudson department store's Thanksgiving Day parade from Detroit via ABC.

Outdoor Operators Offer All-Iowa Market Plan

Iowa outdoor operators are offering a statewide advertising package to be known as the "All-Iowa Market." An outgrowth of the Combs Iowa Market, it offers coverage in 370 towns and 90 counties, available in a single order, reaching upwards of 2,000,000 persons. The "All-Iowa" package also may be broken down into major areas, such as a group of 25-30 counties to fit a specific distribution pattern. Headquarters for the new organization will be in Chariton, Iowa.

Joining with Combs Outdoor Advertising Co., Combs Advertising Co. and Combs Poster Co. in the "All-Iowa" venture are Ben Brinck Outdoor Advertising Co., West Point; Iowa Posting Service, Burlington; Murphy Advertising Co., Dubuque; Stewart Poster Advertising, Clinton, and North Iowa Outdoor Advertising Co., Clear Lake.

Type is the Face
You turn to the Public

No matter how beautiful the art or how significant the message, your advertisement is a complete failure if not read. And, more often than not, poor readership is synonymous with poor typography. Advertisers and agencies know that ATA member firms have the reputation, craftsmanship and wide selection of type faces to help them produce the finest in advertising typography. Why not phone your ATA typographer today?

ADVERTISING TYPOGRAPHERS ASSOCIATION of AMERICA, INC.

Executive Offices: 461 Eighth Avenue, New York City

THIS ARROW COMPOSED FROM FOUNDRY RULE: AN EXAMPLE OF ATA CRAFTSMANSHIP PLUS A REASON WHY **IT PAYS TO SET TYPE RIGHT**

AKRON, O.
The Akron Typesetting Co.

ATLANTA, GA.
Higgins-McArthur Company

BALTIMORE, MD.
The Maran Printing Co.

BOSTON, MASS.
The Berkeley Press
Machine Composition Co.
H. G. McMennamin

BUFFALO, N. Y.
Axel Edw. Sahlin Typographic Service

CHICAGO, ILL.
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, O.
The J. W. Ford Company

CLEVELAND, O.
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, O.
Yaeger Typesetting Co., Inc.

DALLAS, TEX.
Jaggars-Chiles-Stovall, Inc.

DAYTON, O.
Dayton Typographic Service

DENVER, COLO.
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICH.
Arnold-Powers, Inc.
The Thomas P. Henry Company
George Willens & Co.

INDIANAPOLIS, IND.
The Typographic Service Co., Inc.

KALAMAZOO, MICH.
Mahoney Typographers, Inc.

LOS ANGELES, CAL.
Adtype Service Company

MILWAUKEE, WIS.
Arrow Press

MINNEAPOLIS, MINN.
Duragraph, Inc.

NEW YORK, N. Y.
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service Corporation
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company
Chris. F. Olsen
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Vanderbilt-Jackson Typography, Inc.
Kurt H. Volk, Inc.

NEWARK, N. J.
Barton Press
William Patrick Co., Inc.

PHILADELPHIA, PA.
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.

PITTSBURGH, PA.
Davis & Warde, Inc.

PORTLAND, ORE.
Paul O. Giesey Adcrafters

ROCHESTER, N. Y.
Rochester Monotype Composition Co.

ST. LOUIS, MO.
Warwick Typographers, Inc.

SEATTLE, WASH.
Frank McCaffrey's

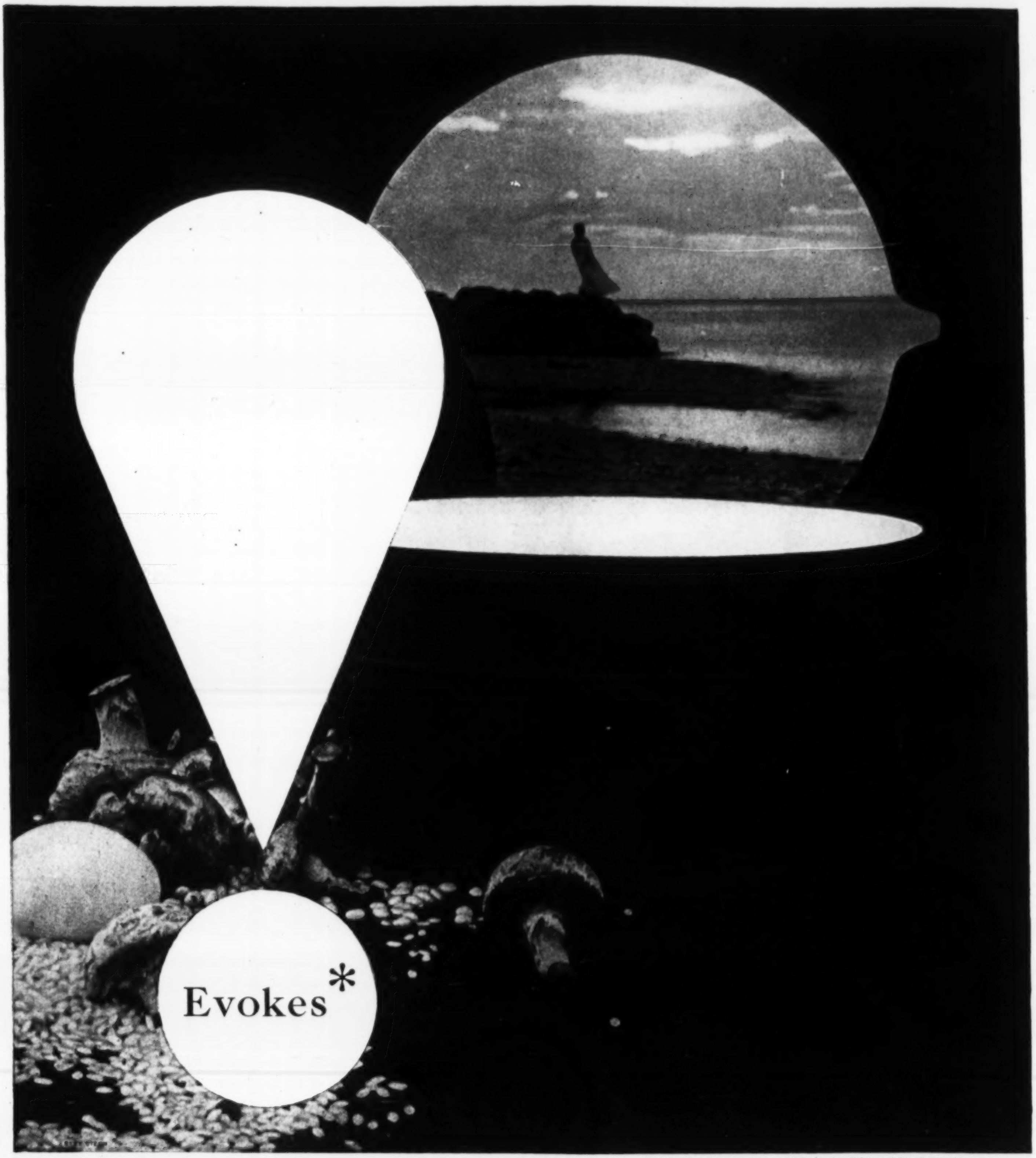
TORONTO, CANADA
Cooper & Beatty Limited

IDEAS

...worth their weight in gold!

Cash in on ideas others have used and profited by! *Selling* ideas—*promotion* ideas—*advertising* ideas created by America's most successful businesses. Selected by BRIEFED every month from 40 or more of the country's leading business and trade publications. 100 or more valuable, sales-tested ideas per issue—over 1000 per year. Ideas that can be profitably adapted to *your* business! The nation's top executives read BRIEFED *regularly*. Follow the leaders—get BRIEFED and be briefed on what sells. Only $10 for 12 idea-packed issues!

briefed
FOR THE BUSY EXECUTIVE
400 Madison Ave. (Dept. A1) New York 17, N.Y.



Dansk advertisement prepared by Irving Serwer Advertising, Inc.

* "Our advertising in The New Yorker Magazine helped to spur Dansk's sales 50 per cent ahead of expectations . . . The New Yorker rated best with almost all of the leading fine stores."

Theodore G. Nierenberg *President, Dansk Designs, Inc.*

THE
NEW YORKER
MAGAZINE

WHEN YOUR PRODUCT IS FOR PEOPLE OF **TASTE** —REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News carries more food linage than any other Chicago paper—more than any other evening paper in the nation. Why? Because the Daily News is read by families who spend more money on food—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

Ohio Policy Shift Lets Schenley Tell Price Cut in Stores

CLEVELAND, Sept. 22—The Ohio liquor department is making an exception to a 25-year-old policy by permitting a whisky distiller to display advertisements in Ohio's state monopoly liquor stores.

Schenley Distillers Co. is putting up point of sale placards to advertise a special on Schenley O.F.C. The price for the 86.8 proof Canadian whisky is $5.30 a fifth and $3.30 a pint, a reduction of 52¢ and 36¢ respectively from the former price.

The price changes are announced on 13x18" cards, which Schenley is sponsoring throughout the 265 state outlets.

In the past, price changes were noted, of course—but only on the state's official list of liquor offerings on the store wall. This is the first time a liquor marketer has been allowed to use its own announcements in the stores.

■ The department's previous policy had always been to steer away from promoting any brand of liquor and not to permit such promotion by manufacturers or by state employes in the stores.

Richard C. Crouch, Ohio liquor director, said there is nothing illegal about this new turn in policy. Mr. Crouch said there are no regulations in Ohio's liquor statute that prohibit advertising whisky price reductions in state stores.

The old policy was formed and followed simply because former liquor officials felt it was the best way to avoid having competitive arguments lining the store walls.

Mr. Crouch said Schenley supplied two placards for each state store, and the liquor department mailed them out, instructing store managers, to "display at least one sign in a prominent place."

■ Asked how the change in practice came about, Mr. Crouch said:

"The Schenley people made an offer to the Ohio Liquor Department to sell this particular outgoing brand at a special low price because they were switching from a six-year-old brand to the eight-year-old.

"They offered this special sale for the state of Ohio only, and since it is our obligation to serve the people, I felt they should certainly have the opportunity to buy this whisky at a reduced price."

Mr. Crouch said a Schenley representative asked Ohio to take the entire stock on the brand, "but I agreed to take only 1,500 cases."

Mr. Crouch told a reporter that he would give other manufacturers the same opportunity under like circumstances. He said the agreement with Schenley was an "experiment." The promotion ends Oct. 16. ≠

Armstrong Cork Establishes European Base in Geneva

Armstrong Cork Co., Lancaster, Pa., has formed a Swiss corporation—Armstrong Cork International S.A.—to coordinate the marketing of all its products in Europe. The new subsidiary will be located in Geneva and will be headed by D. E. Sanderson, formerly general sales manager of the company's Spanish subsidiary. Stewart C. Dalrymple, formerly manager of the New York office of the Armstrong international marketing division, will go to Geneva as general sales manager.

Tri-Continental to Rehbock

Tri-Continental Associates, importer of La Carimali espresso coffee machines, has appointed Rehbock Advertising, New York, to handle its advertising.

Alitalia Names St. Thomas to Manage Ad Program

Joseph P. St. Thomas, formerly with Ideal Publishing Co., has been appointed assistant sales manager of Alitalia, the Italian airline, where he will be responsible for the advertising and sales promotion programs. Alitalia has no ad manager. Advertising was formerly under the jurisdiction of Guido Vittori, who will now devote himself entirely to public relations. Mr. St. Thomas will report to Joseph A. Verini, general traffic and sales manager.

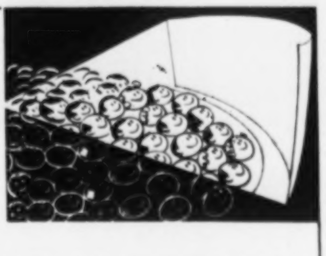
In announcing Mr. St. Thomas' appointment, Fabrizio Serena, general manager for North America, reported that Alitalia has more than doubled its trans-Atlantic passenger business during the past year. Mr. St. Thomas was once eastern district sales manager for Air France and previously was a partner in the St. Thomas Travel Service, New York.

Smith Joins Howard Chase

J. H. Smith Jr. has joined Howard Chase Associates, New York public relations company, as a senior associate. Mr. Smith was formerly with McCann-Erickson, Chrysler Corp., National Assn. of Broadcasters and *U.S. News & World Report*.

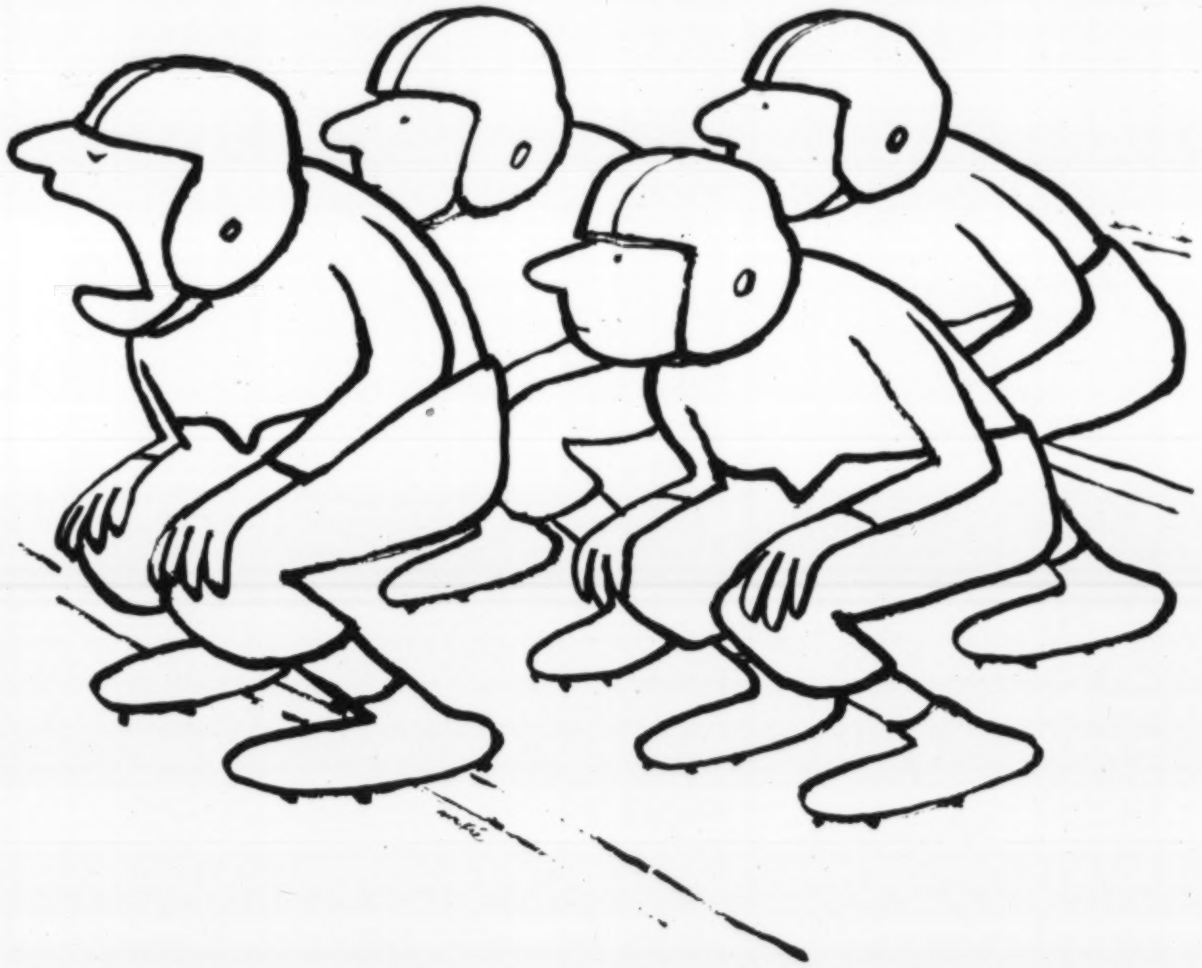
DO YOU HAVE
SOMETHING TO SELL
TO WOMEN?

Surveys show more women than men make up the motion picture audience. With movie attendance hitting a ten year high, you can sell to women . . . the vital buying market . . . through theatre screen advertising.



TsAB

FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS



Nobody ever scored calling signals...

Somebody's got to carry the ball.

In the great game of how you're going to get your product into a building, the architect may carry the ball. Sometimes the engineer, the contractor, or the client does. But all four get into the play—as blockers or pass receivers. And you won't get far if one of them misses his assignment.

Take the client, for example, and his part in the play.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact FORUM is the only magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

**Of FORUM's 21,000 client subscribers—
56% have applied information
from the editorial or advertising pages of FORUM
to a specific building job.***

*Only FORUM
scores
this way:*

FORUM

**delivers the entire
specifying and buying
power of the
building market.**

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

ARE OUR FAMILY DOCTORS GOOD

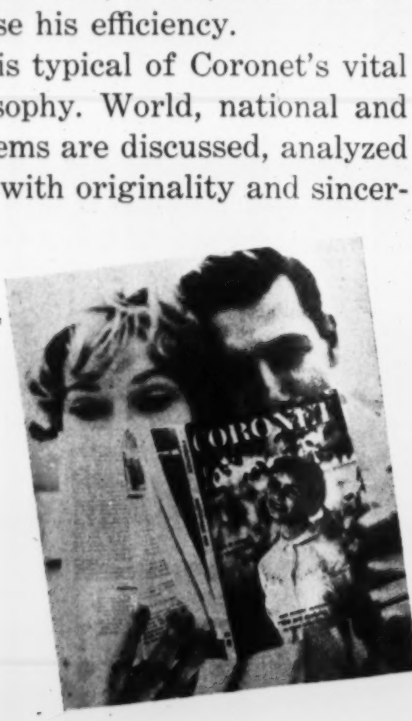
Since 6 AM he had been on the job. At 8 he performed a Caesarean section, then visited a few of his patients at a local hospital, drove to the other side of town to check a broken leg and back to the office by 11. He slumped in his desk chair for a moment, trying not to hear the child sobbing in the outer office, trying not to think of the nine others patiently waiting for his healing hand. But his day had only just begun. He would still be working until late that night—and there always seemed to be an emergency to interrupt his sleep in the morning.

This is a portrait, in the October issue of Coronet, of the man who often holds our lives in his overburdened hands. More and more, patients and physicians themselves are asking if he is really good enough, if he's keeping pace and, if not, what can be done to increase his efficiency.

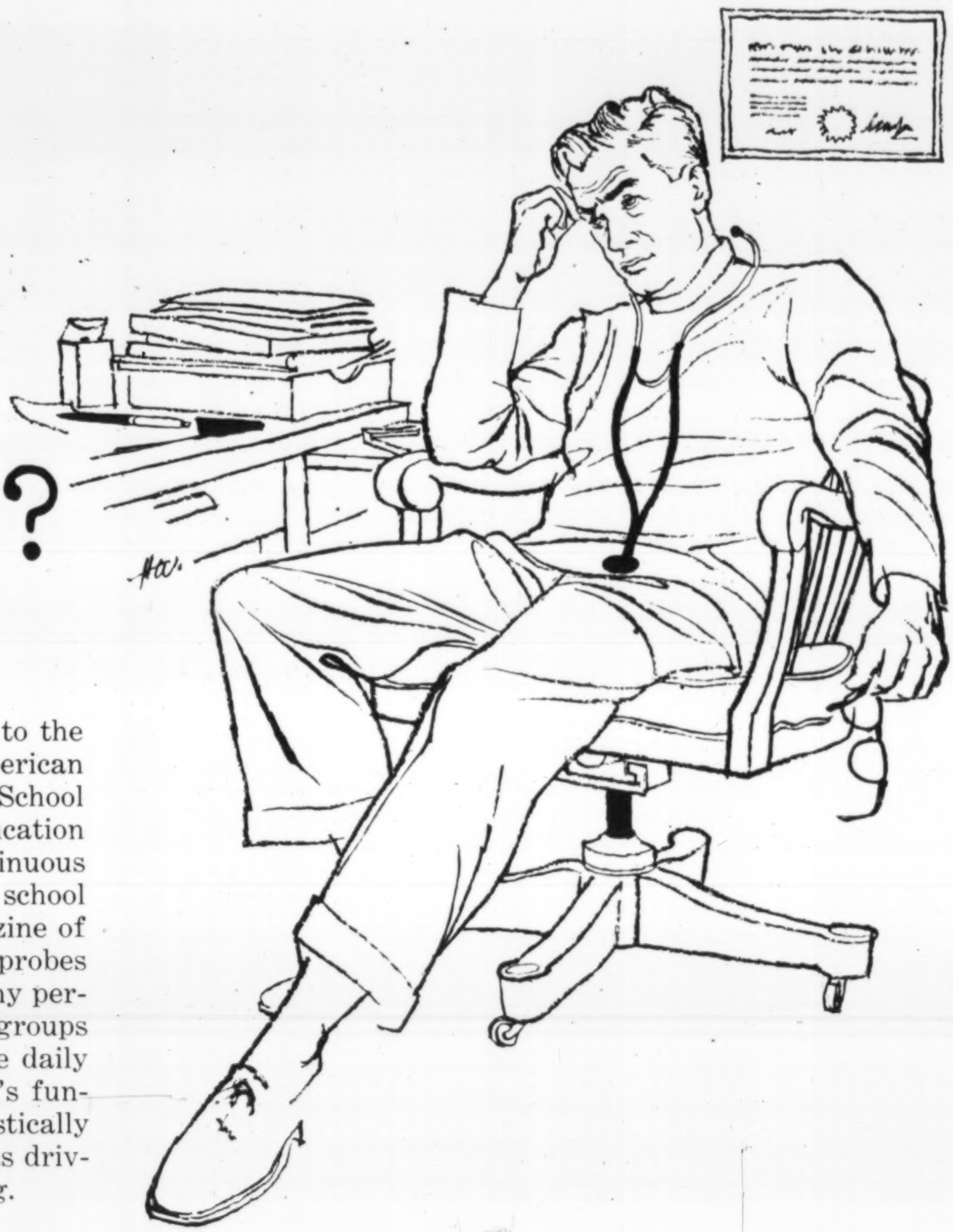
This article is typical of Coronet's vital editorial philosophy. World, national and personal problems are discussed, analyzed and presented with originality and sincerity. Coronet is a magazine of courage and foresight, as shown in the following articles, just two of the thirty-five important features in the October issue:

FALLOUT: 11 QUESTIONS AND ANSWERS

The specter of radioactive fallout now haunts the world. Each time we explode an atomic or hydrogen bomb, we also hurl into the air a host of poisonous, potentially lethal radioactive substances. Today, a worried world is asking: "How dangerous is this fallout? What will it do to our health?" And even more ominous: "What effect will it have on our children and our children's children?" For answers to these and other alarming questions, the editors of Coronet assigned veteran science writer John Pfeiffer to interview three leading specialists in the field of radioactive fallout. These questions were answered frankly, scientifically, in words for all to understand.



CORONET



ENOUGH?

THEY'RE STEALING TIME FROM OUR SCHOOLS

Coronet has long been dedicated to the cause of better education for American youngsters. Recently awarded the School Bell Award by the National Education Association "for distinguished continuous coverage of education during the school year 1958-1959 by a monthly magazine of general circulation," Coronet again probes a worrisome school problem. So many persistent but well-meaning pressure groups have forced their pet ideas into the daily school schedule that many children's fundamental education is being drastically curtailed in favor of such courses as driving, thrift training and fund raising.

With editorials such as this contributing to the steady flow of thought-provoking reading in each issue, plus sensitive picture stories, Coronet is a sound advertising buy—for the magazine that moves minds moves merchandise.

No wonder that 1959 is Coronet's third successive year of advertising linage gains—while circulation is now at an all time peak.

OVER 12 MILLION READERS EVERY MONTH

what are you
looking for
in lithography?

FOLLOW THROUGH SERVICE
• EXPERT COUNSEL

you can be sure of these at

CADILLAC
PRINTING & LITHOGRAPHING CORP.
612 West Van Buren Street • Chicago Illinois
PHONE TAylor 9-3380

"I READ
A LOT OF
MAGAZINES,
BUT MY
1st
CHOICE IS
PRAIRIE FARMER"

He's an Illinois farmer.

On Illinois and Indiana farms, Prairie Farmer is named 1ST choice by 5 to 1 over the next highest farm publication. "Outprefers" other magazines by even more . . . in fact, no general consumer magazine penetrates the Indiana-Illinois rural market by over 25 per cent.

Prairie Farmer is the *one* way to cover rural Illinois-Indiana–second largest mass market in these states–with *one* publication.

Whatever your product, remember:
In rural Indiana and Illinois,
Prairie Farmer is *your* 1ST choice, too.

PRAIRIE® FARMER
1230 West Washington Blvd., Chicago 7, Illinois

Member of
MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
250 Park Avenue, New York 17

West Coast Representative
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

STATE and LOCAL FARM PAPERS

Comics Council Gives Grant for Study to Boston U.

Boston University has received a grant of $37,500 from the Newspaper Comics Council to conduct a three-year examination of American newspaper comics from their beginning in the late 1890s to the present. The study will range from historical analysis to current influences on the nation's culture.

David M. White, professor of journalism and principal investigator for the project, noted that "an estimated 90,000,000 people a day read the comics in the U.S. alone. They are by far the most widely read communication in the world."

Canners Publish Bulletin

The National Canners Assn., New York, has begun publication of the "NCA Restaurant & Institutional Bulletin," providing members with information helpful in servicing the restaurant and institutional trade.

ALDEN JAMES *has been elected senior vp and director of sales of Outdoor Advertising Inc., New York. He was formerly exec vp and director of advertising of This Week Magazine.*

Canada Ford Sets $2,500,000 TV Buy

TORONTO, Sept. 22—Through its three agencies, Ford Motor Co. of Canada has signed up with the Canadian Broadcasting Corp. for the "biggest entertainment package in Canadian television history."

The $2,500,000 package features a 39-week series of 90-minute and hour spectaculars originating in both Canada and the U. S.

In addition, the company will bring to the Canadian television networks two French language shows, local news and sports broadcasts, a co-sponsored all-new western series entitled "The Deputy," starring Henry Fonda, and the "Tennessee Ernie Ford Show."

The major production feature, "Startime," will start Oct. 6. Twenty shows will be imported from the U. S.; 19 will originate in Toronto.

■ Rhys M. Sale, president of Canadian Ford, said the series "will attract one of the largest regular tv audiences in the history of the medium."

The $2,500,000 contract covers all production, service, station and line facilities from coast to coast.

Ford was represented in its negotiations with CBC by its three agencies—Cockfield, Brown & Co. Ltd.; J. Walter Thompson Co. Ltd. and Vickers & Benson Ltd. This is believed to be the first time three agencies have represented a single sponsor in working out details for a series of programs. #

'Reader's Digest' Opens Sales Offices in Minneapolis

Reader's Digest will open a Minneapolis-St. Paul advertising sales office representing the magazine's U.S. edition in Minnesota and Wisconsin about Jan. 1, 1960. Offices will be located in the First National Bank Bldg. Until that date, Thomas K. Reis, who will head the new office, will operate a temporary office in Suite 624 First National Soo Line Bldg. Mr. Reis was formerly in the Chicago sales office.

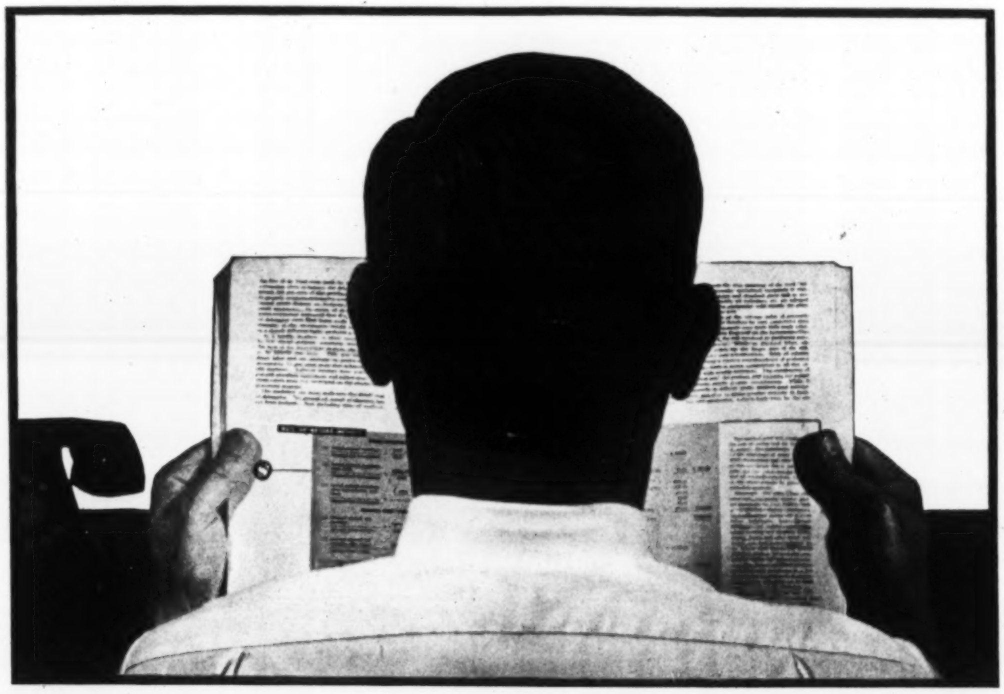
'Dun's Review' Rate Corrected

In reporting *Dun's Review & Modern Industry*, New York, rate increases, based on an average paid circulation guarantee of 117,500 for 1960 (AA, Sept. 14), to $1,600 for a b&w page and $1,800 for a two-color page, ADVERTISING AGE mistakenly reported the present rates. The correct present rates are $1,510 for a b&w page and $1,710 for a two-color page. The new rates become effective with the January, 1960, issue.

Jones Joins KIST

Robert L. Jones has been appointed president and general manager of KIST, Santa Barbara, Cal. Mr. Jones was formerly sales manager of Western States Radio.

$1000 REWARD



For the capture of this man's ATTENTION

This is the opportunity you've been looking for—a chance to create a really effective businesspaper advertisement.

YOU CAN EARN $1000

To satisfy this long-time, deep-felt urge—and earn $1000 in the bargain—send us copy and a rough layout for *one* advertisement (any size, color or not, as you see fit). This ad should be capable of attracting the interested attention of industrial advertisers with a stake in the automation market. It should point up the values AUTOMATION holds as a medium for reaching buyers of automatic production equipment.

MORE THAN ONE WINNER

This is not a one-winner contest. AUTOMATION will pay $1000 to the creator of each advertisement it decides subsequently to use as part of its advertising campaign. AUTOMATION editors will be the judges. Contestant's identity will remain anonymous during judging.

FOR HELPFUL BACKGROUND INFORMATION

Pertinent information about AUTOMATION's market, readers and objectives for use in preparing your entry appears on the back of this page. If you desire additional material, please write and we will send you a booklet supplying complete details.

DEADLINE IS NOVEMBER 30, 1959

The competition is open to all. Anyone with a creative flair is urged to try his skill. Yours may be just the idea we're looking for. Send completed entries to $1000 Reward, c/o AUTOMATION, Penton Building, Cleveland 13, Ohio.

Background Information to Help You Win

$1000 REWARD

(For complete contest details, please see reverse side)

The Marketing Man's Stake in Automation

Automation is the marketing man's challenge today—and in the future. His ideas *must* match this manufacturing concept. The creative marketer realizes that as an absolute first condition, automation requires the establishment of a predictable, stable, and expanding market. Economic and sociological pressures force automation on us; automation forces new marketing concepts on us.

The building of a constant market will require a more complete circuit of communication. Now, the manufacturer-customer flow of information largely goes from the maker to the buyer. But with automation, we will have to know more about what the customer wants. Needed are improved ways to get better communication from maker to user and then back again.

The Management Man's Stake

Automation, or continuous automatic production, naturally will grow out of more complete mechanization. We have progressed from the manual area through the mechanization area and are now well into automation. Any discussion about whether automation is desirable is a futile intellectual exercise. We might as well argue whether the tides and the seasons are desirable.

The dawn of mechanization at the turn of the century brought a new era of lower costs and a higher standard of living than would have been possible in a manually operated economy. Now, we are approaching the upper limits of cost and labor reduction possibilities in a mechanically operated economy. We need a new breakthrough—and it will come through automation.

In the words of D. S. Harder, former Executive Vice President, Basic Manufacturing Divisions, Ford Motor Co.,

> "Time has proved that the machine age is a boon—not a bugaboo . . . Manufacturers, large and small, have to make a choice. They can heed the warnings of uninformed doom prophets and retard our industrial progress—a road leading to oblivion. Or we can all have faith in ourselves and our ability to harness the potential of this new phase of industrialization for the benefit of all."

The Manufacturing Engineering Function

When industry first backed into automation without precision engineering, it had plenty of trouble. As a result, the manufacturing engineering function developed and has become industry's fastest growing and most important buying influence for automated production equipment.

Industry is changing from a departmentalized approach to a three-phase approach.

Phase One—the processing or work-performing phase, which includes all the steps that alter or combine materials.

Phase Two—the handling phase, which encompasses the movement of materials in process within or between machines.

Phase Three—the control phase, covering the automatic cycling of functions 1 and 2—either independently or integrated.

How AUTOMATION Serves This Function

Edited for men with *manufacturing engineering* interests and responsibilities . . . Automation serves all industries. It reports and interprets all significant advancements and trends relating to automation, including planning, development, design, installation and maintenance. It provides for the exchange of ideas from one industry to another. This cross fertilization is the time-and-money saving link between those who have solved a production process problem and those who are still looking for a solution.

Why Users Read AUTOMATION

Automation is directed particularly to manufacturing engineering and operating management men in industry who are responsible for, or directly interested in, automation. Editorial and advertising pages provide the basis for their decisions concerning the adoption or improvement of automated equipment and manufacturing systems for their own use.

Why Designers and Builders Read It

In addition, Automation appeals to engineers and management men in companies that serve the special automation needs of industry . . . the manufacturing engineering function *to* industry. It gives designers and builders specific job help relating to all types of automated original production equipment . . . from single automatic machines to fully integrated lines and plants.

Reaches a $5 Billion Market

A continuing industry-wide study pinpoints the tremendous potential for Production Equipment, Handling Equipment, Power Drives and Automatic Control Equipment in this vast market controlled by the manufacturing engineering function. This "Survey Report and Automation Forecast" provides you with a new measure of marketing trends. Ask your Automation Representative to show you how to incorporate its data into *your* marketing plans.

Attracts a 90,000 Buyer Audience

Automation's vital readership is concentrated among 90,000 key buying influences . . . the manufacturing engineering and management men who specify, recommend, approve and buy your products. It reaches the important influences of the buying team . . . the men your salesmen don't always get a chance to contact and, yet, would *prefer* to contact.

High Response to Editorial

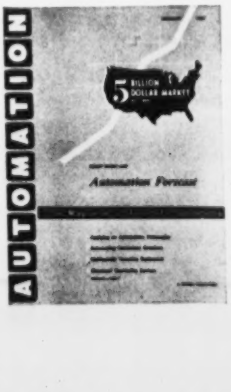
Written by manufacturing engineers for manufacturing engineers . . . Automation is geared to the exact needs and wants of its readers. Its editorial pages clearly communicate—create respect and response! This high level of reader interest is documented by reprint requests (averaging over 130,000 annually) and continually high Starch readership scores.

High Response to Advertising

Every advertisement in Automation is directed to the manufacturing engineering function, production-management men, or the designers of production equipment. No waste circulation . . . for every reader has the *need* to know about these products and the *power* to buy them.

Market Planning Help

You get more effective results from your advertising and help in reaching key automation-minded men in industry, too, with a complete marketing plan which includes: The Penton Census . . . the Continuing Industry-Wide Study of Automation . . . Reader Action Reports . . . Market Data Sheets . . . Starch Scores . . . plus many other Merchandising Aids. Your Automation Representative is prepared to help you make the most of industry's fastest growing and most influential function—*manufacturing engineering.*



Get ACTION from the men who buy and specify . . .

- *Production Equipment*
- *Handling Equipment*
- *Power Drives and Automatic Control Equipment*

AUTOMATION

A Penton Publication
Penton Bldg., Cleveland 13, Ohio

California Marketer Tests Toss; Will Pick Agency for New Detergent

(Continued from Page 3)

tensive use of television, which I consider a good medium for household products such as ours."

■ The water soluble film which forms each packet of Toss, according to Mr. Miller, not only dissolves completely in hot water within one minute, but the dissolved film itself adds suspending power to the detergent solution and keeps soil particles from being redeposited on clothes during a wash cycle.

Each packet of Toss, Mr. Miller says, "is equivalent in washing power to 1 to 1½ cups of ordinary washday product, and the individual packets are packed in a colorful tuck-top box featuring a dispenser."

A hole in the box serves as an indicator of "when to buy another box." It is in addition to the dispenser opening, through which one packet at a time may be removed for use.

Each box contains 12 packets and retails at 69¢; the cost to the housewife is figured at 5.75¢ per wash.

"The major advantage of Toss over existing detergents," Mr. Miller explains, "is convenience. The pre-measured packets free the housewife from the mess and the uncertainty of measuring at the washing machine.

"In addition," he continued, "the soluble packet has an intrinsic novelty appeal, and Toss also avoids waste and accidental spilling, as well as the caking, dusting and sneezing encountered with some detergents."

■ The idea for Toss first occurred to Mr. Miller some ten years ago, when he worked for the Shell Chemical Corp. He has a degree in chemistry from the University of Nebraska and did graduate work at Stanford in business administration and physical sciences. At one time he was senior chemical economist for the Stanford Research Institute.

Now 40, Mr. Miller admits he was deterred from developing his idea ten years ago "because no satisfactory water soluble film was then available, and the timing just didn't seem right for such a new product.

"When Reynolds Metals and others developed a water soluble film," Mr. Miller said, "I remembered the idea, and about six months ago I started a development program aimed at producing and marketing Toss."

William Steven Co., Los Angeles, was chosen as the "custom packager" for the detergent, produced in San Francisco according to a "special formula" by a company Mr. Miller refuses to name.

The outer package of the individual packets of Toss was designed by the Schmidt Lithograph Co., San Francisco.

■ "Because there is no other product on the market in direct competition with Toss," Mr. Miller told AA, "the pricing of the new product presented a special problem."

The general principles which Mr. Miller followed in solving the problem were:

1. The price must be high enough to cover costs of raw materials, production and distribution and must provide a reasonable profit for the manufacturer as well as the marketer of the product.

2. The price must be set at a level that will be attractive to consumers. Although a new product may offer certain advantages over an existing product, the value of these advantages to the consumer must be weighed carefully.

3. The price should be such that the maximum profit consistent with maximum volume can be achieved without encouraging competition.

"To provide some basis for pricing Toss," Mr. Miller continued, "we made a study of the prices of other so-called 'convenience' goods relative to the same goods without 'built-in' services.

"The results indicated to us that products with built-in services offering greater convenience to the consumer command from 29% to 595% premium in price.

"Almost without exception," Mr. Miller says, "consumers have demonstrated a willingness to pay a substantial premium for such built in services and greater convenience.

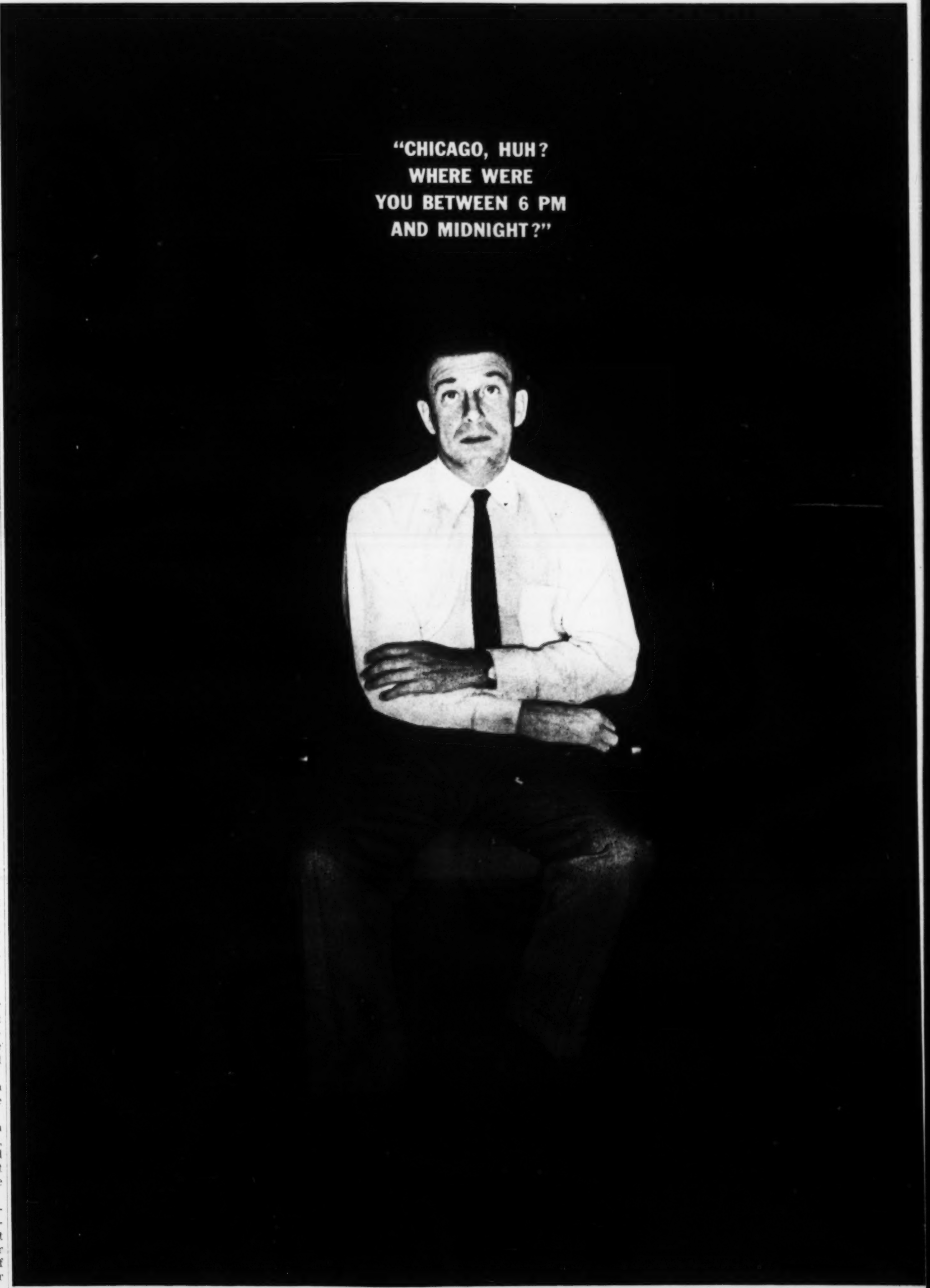
"The introductory price of 69¢ retail for Toss," Mr. Miller said, "represents a 53% premium over the most nearly comparable competing product. The best example might be tea bags. Consumers are paying 52% more for orange pekoe and pekoe tea in bags, over the loose type, and 135% more for green tea in bags over the loose type."

Mr. Miller used ten Purity grocery stores in the San Jose and the San Francisco peninsula area for his initial marketing tests. #

Put More Zit in Your Zingo

ORIGINAL GIMMICKS

Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 3, Illinois.


"CHICAGO, HUH?
WHERE WERE
YOU BETWEEN 6 PM
AND MIDNIGHT?"

Avery-Knodel Appoints Three

In a realignment of responsibilities at Avery-Knodel, radio-tv station representative, William E. Moore, formerly head of the Los Angeles office, has been named Pacific Coast manager of the radio division. David B. Meblin, previously head of the San Francisco office, has been appointed Pacific Coast manager of the tv division. Robert Mohr, formerly a senior account executive at KTLA, Los Angeles, has joined the Los Angeles tv sales staff of Avery-Knodel.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Recreation Annual Planned

American Recreation Annual, an official publication of the American Recreation Society, will begin publication next January. It will be distributed to the more than 5,000 ARS members Jan. 15. An additional 2,500 copies are to be made available at $5 a copy. The society's members are the professional, fulltime recreation personnel in government, the armed forces, churches, industry, schools and other institutions. The publication will be produced by Hoffman Publications, New York.

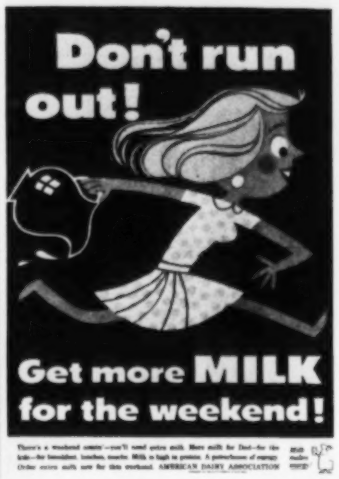
Bagge Elected VP

Arthur W. Bagge has been elected vp of Peters, Griffin, Woodward, Chicago radio and tv national sales representative company. Mr. Bagge, who has been with the company 11 years, will retain the position of midwest radio sales manager.

"WATCHING WNBQ!"

From 6 PM to Midnight, Monday through Friday—when Chicago's largest audiences are watching television—WNBQ's average share of audience is 34%. The next station's is 26.7%. A 27% lead for WNBQ* **WNBQ · CHANNEL 5 IN CHICAGO** NBC Owned · Sold by NBC Spot Sales

*ARB, Aug. 1959


Don't run out!
Get more MILK for the weekend!
AMERICAN DAIRY ASSOCIATION

PLAN AHEAD—*The American Dairy Assn. is urging consumers not to run out of milk on the weekends with this four-color ad breaking in the Chicago Sun-Times and the Chicago Tribune. Ads will also appear in the other 85 top markets. Campbell-Mithun is the agency.*

Huntington Elects Birke

William D. Birke

William D. Birke has been elected president of Huntington Publishing Co., Huntington, W. Va. Mr. Birke, publisher of the *Huntington Herald-Dispatch,* was formerly vp of the company. Mrs. Edward H. Long, widow of the late treasurer of the company, was elected vp and treasurer.

Lawrence H. Rogers was elected secretary and Walker Long, former president, was named chairman of the board. Mr. Long is the publisher of the *Huntington Advertiser.*

Archdiocese Honors Donnelly

The former Loew's State Theater, Boston, recently purchased by the Boston Catholic archdiocese, will be renamed the Donnelly Memorial Theater in honor of deceased members of the family of John Donnelly, a pioneer in outdoor advertising. Mr. Donnelly, of John Donnelly & Sons, died June 14.

Dichter Opens New Offices

Dr. Ernest Dichter, president of the Institute for Motivational Research, has left on a trip to Latin America, where he will open offices in Argentina, Brazil and Venezuela. Dr. Dichter said: "There is very little knowledge and almost no experience with motivational research in these countries."

Minnesota Unit Names Bergh

Howard M. Bergh has been appointed graphic products group advertising manager of the Minnesota Mining & Mfg. Co., St. Paul. Mr. Bergh has been graphic products advertising supervisor since November, 1958.

Lombardi to Hoag & Provandie

Richard (Doc) Lombardi, previously associate producer at Telavix Film & Recording Studios, Boston, has been named director of radio and tv at Hoag & Provandie, Boston.

Muzak Names Wilson

J. R. H. (Hank) Wilson, president and general manager of WMIT, Charlotte, N. C., will become field sales manager for the eastern U. S. for Muzak, New York, Oct. 15.

1930
1940
TO MARKET
TO MARKET
1950
1960
1970

FOR PROFIT THAT'S

At the threshold of a new decade, the Institutions Market in the 60's can be summed up in the word "MORE" . . . *more* people, *more* restaurants, *more* hospitals, *more* schools and colleges, *more* hotels and motels . . . more of just about everything. Look at some of the estimates:

. . . total new Institutions construction to exceed $200 billion in the 60's!

. . . the Institutions remodeling market to exceed $100 billion in the 60's!

. . . a 50% increase in Institutions food sales by 1970 . . . zooming to $30 billion annually!

. . . hospitals should need 3¼ million beds by 1970 . . . virtually *double* their present capacity!

. . . school enrollment to go UP, UP, UP by 1970; high school enrollment UP to 17 million; elementary school enrollment UP to 35 million; college enrollment UP to 6.5 million . . . over 12 million more students than in 1960!

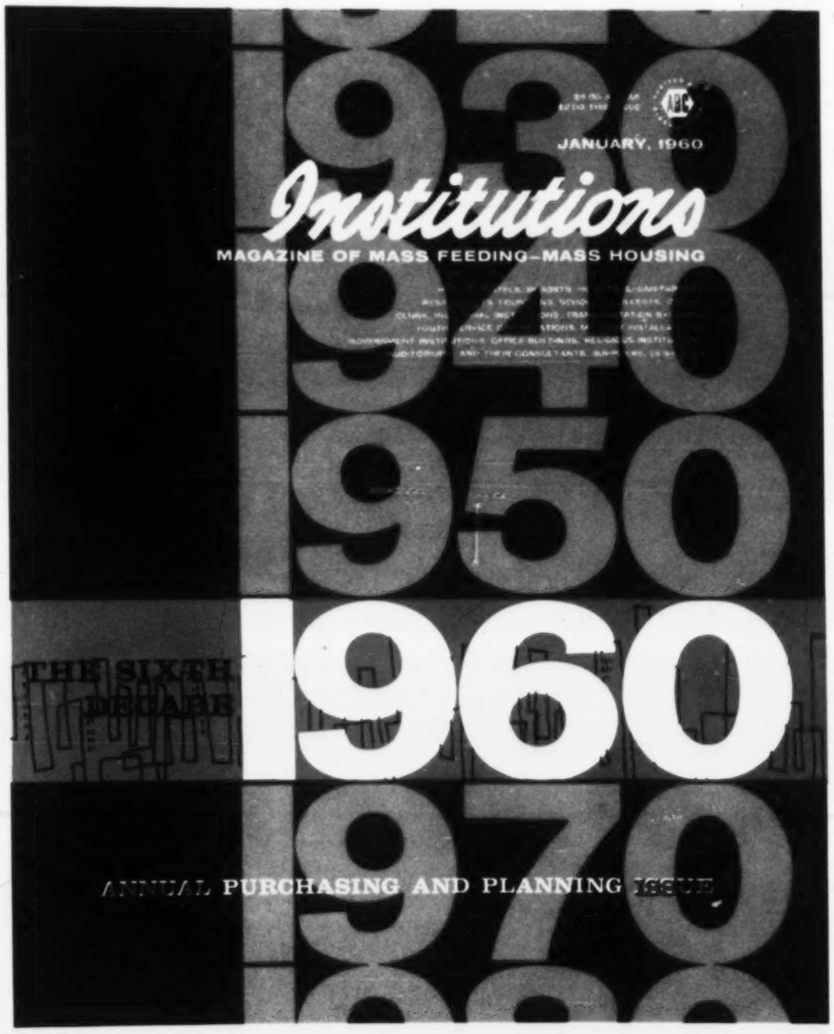
The keynote, then, is MORE opportunity for Institutions operators in the decade to come . . . and MORE opportunity for manufacturers to gain a sales-share of this booming Institutions Market!

In its ANNUAL PURCHASING AND PLANNING ISSUE of January, 1960, INSTITUTIONS Magazine serves *both* Institutions planners and purchasers *and* manufacturers looking forward to 1960 and the "MORE" years ahead. Editorially, the ANNUAL PURCHASING AND PLANNING ISSUE has top current interest value. As a reference volume, it offers year-long use, giving year-long exposure to the advertisers' message. To manufacturers interested in a full year's opportunity to sell the Institutions buyers and specifiers, the January issue is a logical avenue of sales-service. Manufacturers actually become a *part* of this issue through listings of their products, trade names and addresses. It's your dominant medium for building Institutions sales . . . the *only* publication delivering ABC-paid circulation to *all* segments of the Institutions Market.

PLAN NOW to be fully represented in INSTITUTIONS Magazine's January, 1960, ANNUAL PURCHASING AND PLANNING ISSUE!

CLOSING DATES / **ADVERTISING SPACE ORDERS,** NOVEMBER 1, 1959 /

BIG!



JANUARY, 1960
Institutions
MAGAZINE OF MASS FEEDING—MASS HOUSING
1930
1940
1950
THE SIXTH DECADE
1960
1970
ANNUAL PURCHASING AND PLANNING ISSUE

Vital Editorial Features Guarantee Year-Long Readership-Usership

THE SIZE OF THE SIXTIES . . .
A depth analysis of the Institutions field . . . *where*, geographically, Institutions will have the greatest growth potential . . . *what* facilities will be demanded as a result of the nation's population and economic growth during the 60's . . .

THE NEW ELITE . . .
Informative vignettes define the new Institutions Management Man emerging as a result of the growing complexity and scope of an Institution's operation . . .

CHANGING BUYING PATTERNS . . .
An examination of the complex factors which determine the cost of distributing goods to Institutions . . . cooperative buying . . . consolidated purchasing systems . . .

MENU MERCHANDISING FOR 1960 . . .
A spectacular four-color feature depicting recipes and merchandising ideas to help Institutions operators capitalize on important holidays throughout the year . . .

WHAT CONSTITUTES CONTRACT FURNITURE? . . .
A review of the special characteristics that make Institutions furnishings . . . their construction, testing and perfecting . . . purchasing considerations . . .

DIRECTORY SECTION . . .
The most complete listing published for Institutions buyers, including

- Classified Directory of Products
- Directory of Trade Names
- Manufacturers' Names and Addresses

ADVERTISEMENTS TO BE SET, NOVEMBER 10, 1959 / **COMPLETE PLATES,** NOVEMBER 20, 1959

PLAN...
TO BE A PART OF INSTITUTIONS MAGAZINE'S
JANUARY, 1960
ANNUAL
PURCHASING AND PLANNING
ISSUE

for more details, consult your advertising agency
or your nearest Institutions Magazine representative

CHICAGO: INSTITUTIONS Magazine, 1801 Prairie Ave.,
Chicago 16. Calumet 5-1800.

EASTERN: INSTITUTIONS Magazine, 110 East 42nd St.,
New York 17. Oxford 7-1660.

CLEVELAND: INSTITUTIONS Magazine, 913 Citizens Bldg.,
Cleveland 14. Superior 1-0250.

LOS ANGELES: McDonald-Thompson, 3727 W. 6th St.,
Los Angeles 5. Dunkirk 7-5391.

SAN FRANCISCO: McDonald-Thompson, 625 Market St.,
San Francisco 5. Yukon 6-0647.

PACIFIC N.W.: Frank J. McHugh Co., 520 S.W. 6th Ave.,
Portland, Oregon. Capitol 6-2561.
101 Jones Bldg., 1331 3rd Ave., Seattle 1, Main 4-3840.

DENVER: McDonald-Thompson, 620 Sherman St.,
Denver 3, Colo. Keystone 4-4669.

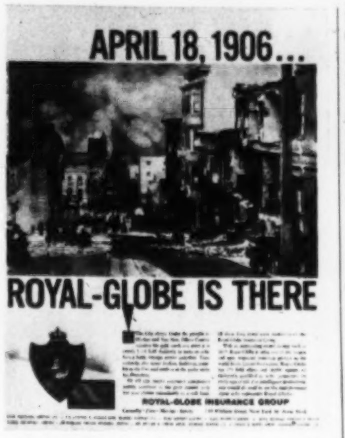
SOUTHERN: Morgan Pirnie, 1722 Rhodes-Haverty Bldg.,
Atlanta 3, Ga. Jackson 2-8113.

Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING
1801 PRAIRIE AVENUE • CHICAGO 16, ILLINOIS

ABC AUDITED PAID CIRCULATION

SERVING Hotels, Motels, Resorts, Hospitals, Sanitariums, Restaurants, Fountains, Schools, Colleges, Camps, Religious Institutions, Industrial Institutions, Transportation Systems, Youth Service Organizations, Military Installations, Government Institutions, Office Buildings, Clubs, Auditoriums, and their Consultants, Suppliers and Designers.


APRIL 18, 1906...
ROYAL-GLOBE IS THERE
ROYAL-GLOBE INSURANCE GROUP

SEE IT THEN—*To dramatize the value of insurance protection, Royal Globe Insurance Group will use ads in The Saturday Evening Post and Time featuring national catastrophes. The first disaster, a page in two colors, appears in the Sept. 26 issue of the Post. Lennen & Newell is the agency.*

'60 Olds to Be Unveiled on Two Nets Sept. 29

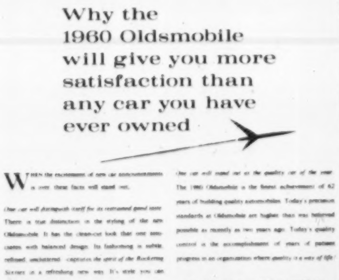
DETROIT, Sept. 23—The "balanced design" 1960 Oldsmobile offering a "new balance of power" and a "quadri-balanced ride" will get a kind of balanced tv introduction to the public Sept. 29.

The new model will be introduced almost simultaneously on ABC-TV and CBS-TV. The half-hour "Dennis O'Keefe Show" (8 p.m., EDT) will exhibit the car on CBS-TV and a special 60-min. musical spectacular with Bing Crosby and Frank Sinatra will show it on ABC-TV at 9:30 p.m. EDT.

■ "This marks the first time that a new model car will be introduced over two major networks in a single evening," said L. A. Grobe, ad manager of Olds. Public showings by Olds dealerships is slated for Oct. 1.

The O'Keefe show will be the second of a new series of situation comedies Olds is sponsoring this season beginning Sept. 22. On the radio side of CBS, meanwhile, Olds will sponsor a Monday through Friday nightly series of 10-min. newscasts by Lowell Thomas beginning Sept. 28.

The magazine phase of the introduction will involve color gatefold spreads in *Better Homes & Gardens*, *Life* and *The Saturday Evening Post*. Spreads are also planned for *Newsweek*, *Sports Illustrated*, *The New Yorker*, *Time* and *U. S. News & World Report*.



Why the
1960 Oldsmobile
will give you more
satisfaction than
any car you have
ever owned

REASON WHY—*To herald its 1960 model debut Sept. 29, Oldsmobile is running this b&w ad in the Sept. 20 Family Weekly, Parade and This Week and the Sept. 27 American Weekly to emphasize the "satisfaction" the new car offers.*

Other ads, for the "class" market, will go in *Harper's Bazaar*, *Holiday*, *The New Yorker*, *Town & Country* and *Vogue*.

■ The trade publication push will involve a b&w spread in *Automotive News* and b&w pages in *Motor Age*, *Motor West*, *NADA Magazine* and *Southern Automotive Journal*. Selected farm publications are also on the schedule.

For what Olds calls the "technical minded reader," there'll also be ads in such publications as *American Scientist*, *Jet Propulsion*, *SAE Journal* and *Scientific American*.

Then, in what Olds describes as "the most powerful and far-reaching newspaper campaign the division has ever assembled," Olds will place b&w announcement ads—ranging from pages to one-third pages—in more than 4,600 newspapers, in afternoon editions of Sept. 30 and morning editions of Oct. 1. Follow-up ads will go into more than 4,000 of those newspapers.

The outdoor segment of the push will include 6,000 24-sheet posters throughout the country.

■ "While our ads will keynote a few of the many improvements which appear in the 1960 Oldsmobile, our over-all ad effort will center around the general theme of 'mighty satisfying'," said Mr. Grobe.

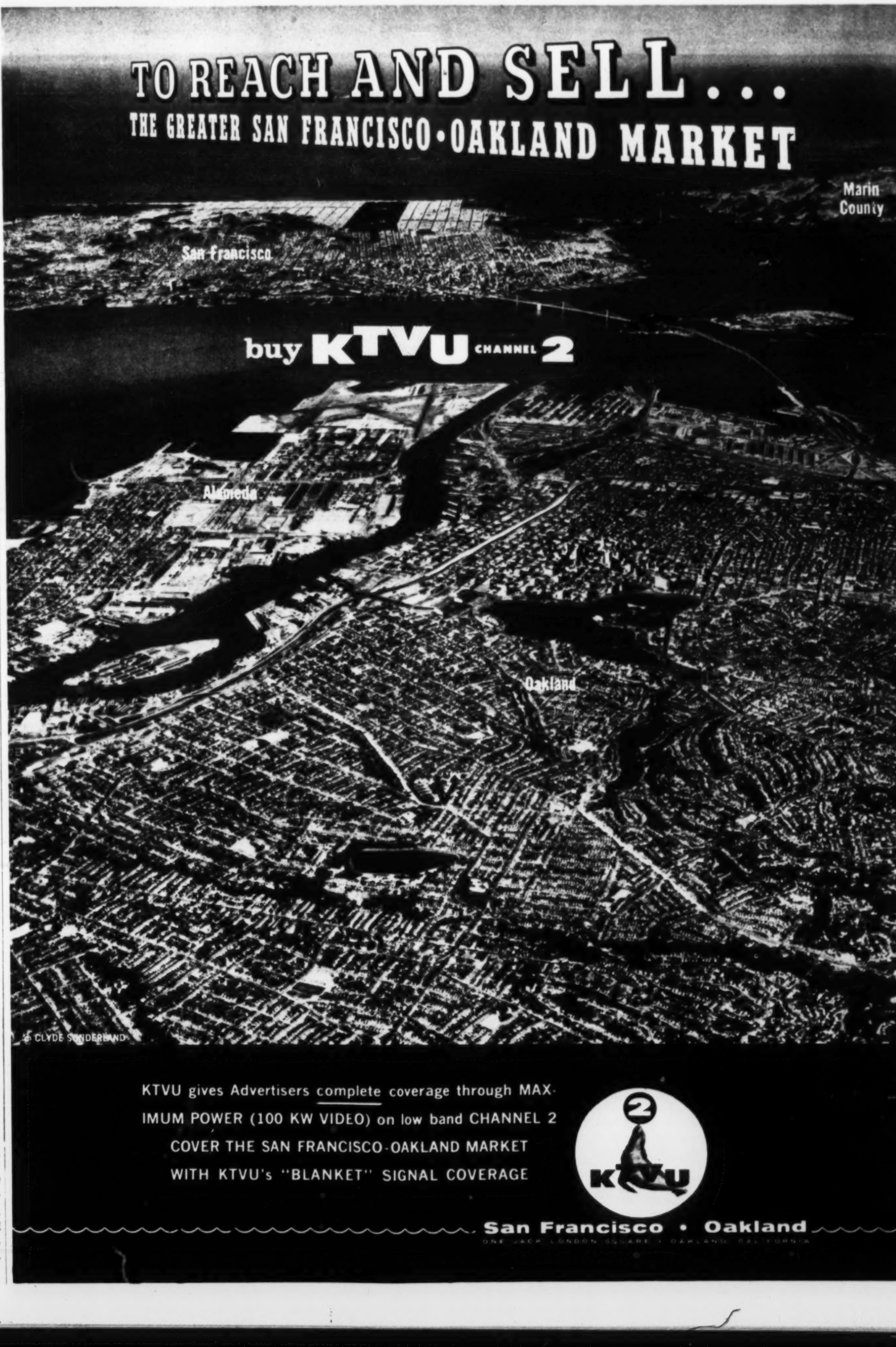
D. P. Brother & Co., Detroit, handles Olds. This campaign begins the agency's 26th year on the account. #

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.



KTVU gives Advertisers complete coverage through MAXIMUM POWER (100 KW VIDEO) on low band CHANNEL 2
COVER THE SAN FRANCISCO-OAKLAND MARKET
WITH KTVU's "BLANKET" SIGNAL COVERAGE

San Francisco • Oakland
ONE JACK LONDON SQUARE · OAKLAND, CALIFORNIA

LEADERSHIP IN ROP COLOR

Wonder where the YELLOW went?

(or red or blue, too!)

In Seattle... it went to The Seattle Times

5 to 2!

THE SEATTLE TIMES 513,153 LINES ROP COLOR

SEATTLE'S SECOND PAPER
210,392 LINES ROP COLOR

* Source: Media Records, first five months 1959

The Seattle Times
LEADERSHIP
EARNED BY BETTER RESULTS

The Seattle Times
SEATTLE'S ACCEPTED NEWSPAPER

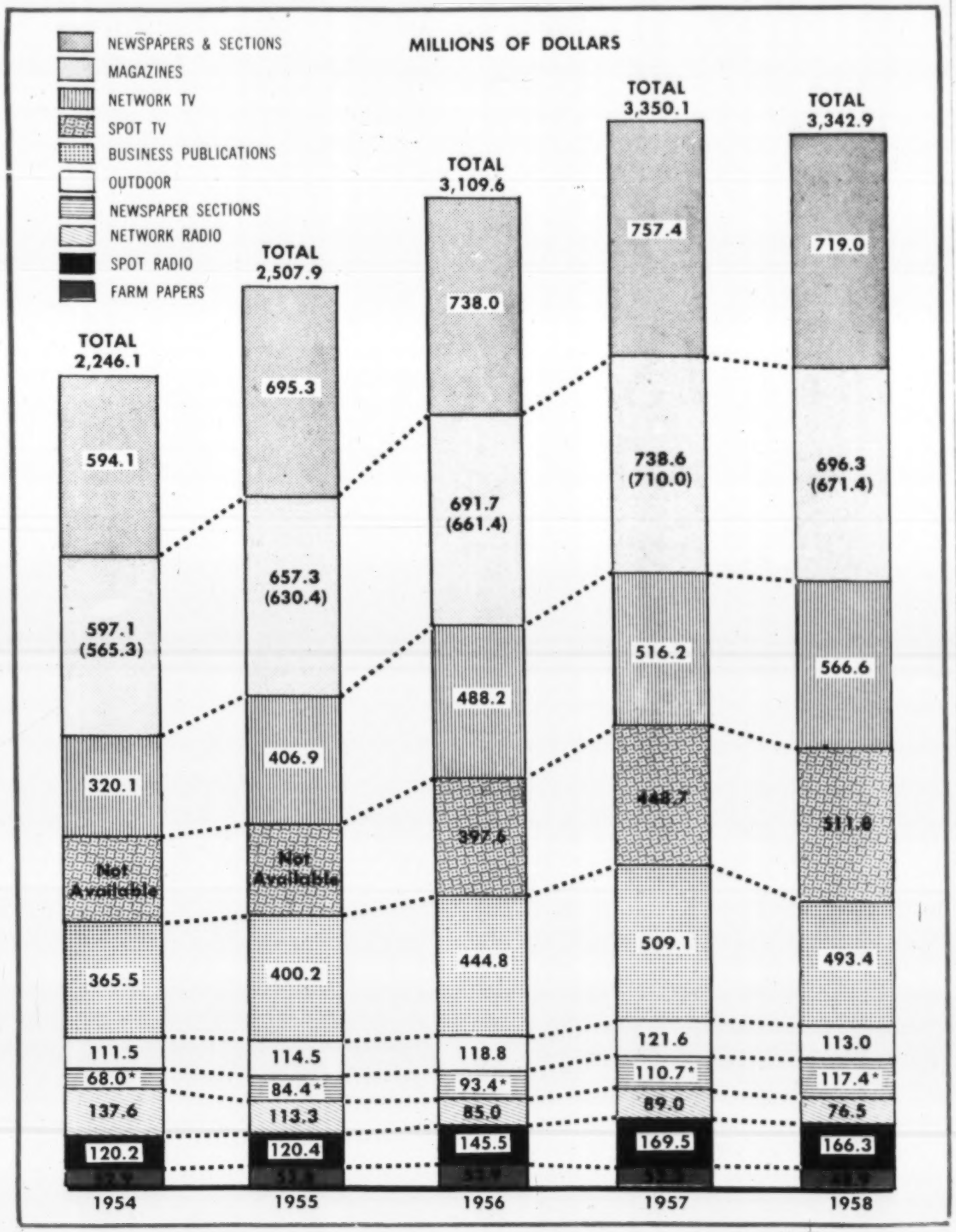
REPRESENTED BY
O'MARA & ORMSBEE, INC.
New York • Detroit • Chicago
Los Angeles • San Francisco
Member Metro Sunday Comics,
Metro Rotogravure Group
and Farwest Rotogravure Group

Advertising Age

Newspaper Progress Section

THE NATIONAL NEWSPAPER OF MARKETING

National Ad Expenditures in Ten Media, 1954-58



Sources for the figures in this chart are:
Newspapers and Newspaper Sections—Bureau of Advertising, American Newspaper Publishers Assn.
Magazines and Network Television—Leading National Advertisers Inc.
Spot Television—Television Bureau of Advertising.
Business Publications—Estimates of A. R. Venezian, McGraw-Hill Publishing Co., as published in Industrial Marketing.
Outdoor—Outdoor Advertising Inc.
Spot Radio—Station Representatives Assn.
Farm Publications—Farm Publication Reports Inc.
Newspaper Sections only—Leading National Advertisers Inc. These figures are based on advertising appearing in the following sections: The American Weekly, Family Weekly, First 3 Markets Group, N. Y. Times Magazine, Parade and This Week Magazine.

*Figure for newspaper sections only is included in figure for newspapers and sections, and therefore should not be added to all-media totals.

NOTE: Media figures within each bar cannot be added to get total for any one year, since figures involve duplications. For example, five national farm publications are included in both magazine and farm paper totals.

Newspaper section totals included in the Bureau of Advertising's figures cover all national advertisers' investments in The American Weekly, Family Weekly, Metropolitan Group, Parade, Puck—the Comic Weekly, This Week Magazine and "the many other smaller publications distributed as sections of Sunday (or Saturday) editions of daily newspapers."

Magazine figures through 1955 include six national farm publications measured by Leading National Advertisers Inc. The 1956 and 1957 figures are for only five farm publications since Country Gentleman was discontinued in 1955. Revenue for these five publications is also included in the farm paper total. The magazine figure in parentheses excludes the five publications.

Publishers Information Bureau stopped measuring network radio expenditures after July, 1955. The 1955 total is based on PIB figures for the first seven months plus AA's extension of these figures for the full year. Later annual totals are estimates by Radio Advertising Bureau.

Newsprint Consumption for '59 at Record Level

NEW YORK, Sept. 25—There probably is no better barometer as to the newspaper business' health than American Newspaper Publishers Assn.'s newspaper consumption statistics. At the end of August newsprint consumption was at a record level.

Newspapers reporting to ANPA consumed 9.2% more newsprint than in August, 1958, 9.5% more than in August, 1957, 5.1% more than in August, 1956.

For the first eight months of 1959, newsprint consumption was up 7.2% over the first eight months of 1958, 2.4% over the same period of 1957, and 1.6% over the previous record eight months in 1956.

1959 Comeback . . .

Newspaper Linage and Circulation Booming

Recover from 1958 Dip; R.O.P. Growth Brings Hope, Strife

NEW YORK, Sept. 25—As newspapers swung into the final months of 1959, they were buoyant, prosperous, riding a linage and circulation boom—and given to gloomy introspection about important aspects of their business.

They had been through a rough year of linage decline and recovery, a year of turbulent and costly labor disputes, and a year when changed selling patterns became evident. It was a year when the newspaper situation in Chicago settled down to a two-publisher, four-newspaper duel, and when Hearst and Scripps-Howard compromised the San Francisco evening newspaper situation with a merged product..

It was a year when the question of color and its future importance to newspapers had seen the creation of a new selling organization, and triggered a change in long-standing representative relationships. It was a year in which it was evident that r.o.p. color was both a bright hope of the newspaper business and a source of continuing controversy within it.

■ The vital statistics of the newspaper business all looked good. The Audit Bureau of Circulations reported in July that for the six months ended March 31, newspaper circulations hit a record average issue high of 112,114,938 copies. For the first seven months of 1959, Media Records' 52-city report showed 1,602,231,369 lines, a gain of 6.4% over 1958. Automotive advertising, historically so important to newspapers, was showing a sharp increase (up 20.9% for the first four months) and the introduction of the new small cars by Detroit promised to be a source of added revenue.

On the other hand, advertisers

(*Continued on Page* 62)

77 Newspapers Add R.O.P. Color; Total Is Now 800

CHICAGO, Sept. 24—A record 800 U. S. newspapers now offer r.o.p. color—a total up 17% from 723 such newspapers a year ago.

The figures, announced by Lake Shore Electrotype Division of Electrographic Corp. in an annual report on r.o.p. color requirements, reflected a continuing pattern of growth in availability of r.o.p. color in recent years.

■ Particularly important was the gradual spread of newspapers offering full color. Of the 800 r.o.p. newspapers, 373 now offer full color—a 12% increase from 332 newspapers offering it a year ago.

(*Continued on Page* 72)

How Ad Managers, Agencies Size It Up . . .

Advertisers Show More Skill with R.O.P., Gripe Some on Cost, Quality

Reproduction Better in Most Newspapers, Despite Sins of Few

CHICAGO, Sept. 24—The newspaper r.o.p. color picture is growing brighter despite a few dark spots.

The spots: Some newspapers are scaring away big r.o.p. advertisers because of (1) charges for r.o.p. that the advertisers feel are excessive and (2) bad reproduction.

Despite these spots, r.o.p. color in the main is growing bigger and better. Not only are linage and availability increasing, but what is just as important, advertisers are learning how to use r.o.p. better, they are preparing more effective ads in r.o.p. And, with a few exceptions, most newspapers are achieving better reproduction quality. Time and experience—and perseverance—are bringing about these results.

■ These are the major impressions gleaned by AA in a check with top advertisers and agency executives who have used r.o.p. and kept close watch on the infant medium. These admen, checked in New York, Chicago, Pittsburgh, Detroit and other cities, feel that continued growth of r.o.p. is assured, but here and there they hold reservations on cost.

■ Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), declared: "Some newspapers still haven't got into line on charges for color. Each year we eliminate from our r.o.p. list some newspapers whose charges are exorbitant. When those papers get in line, we'll use more r.o.p.

"If you've got just so much to spend in newspapers, you've got to decide whether you can take less space in order to get the color. Often you can't dig deeper for more money because it just isn't there. What you have to do, frequently, is take a few pages in color and the rest in b&w because the cost of more color is too prohibitive."

■ Nonetheless, Standard remains

one of the largest r.o.p. advertisers (fifth largest last year) and Mr. Nunn concedes that "our use of r.o.p. would indicate our belief in it."

Another big r.o.p. user last year, ranking sixth behind Standard, was Gulf Oil Corp., Pittsburgh, but Gulf this year has dropped r.o.p. altogether. Gulf, too, has taken a thoughtful look at costs.

■ Benton W. S. Dodge, director of advertising and sales promotion, explained: "We used r.o.p. color for a special reason—to advertise gasoline sold through purple pumps. We have no doubt that color increased the noting of our advertising. Beyond that, it's hard to learn more.

"The thing that gave us pause was knowing that, in our newspaper advertising, 30% of our money was going into color when it might have been going into more space. Was it worth it?

"We think that for this campaign we probably did the right thing. Our purple pumps were distinctive, and the color ads capitalized on this. Furthermore, we've used full color in magazines, but here was a case where we wanted to do something fast, and you don't do something fast in magazines—newspapers are the medium for speed."

■ The reason Gulf is not using r.o.p. color this year, Mr. Dodge said, is that "we have not had the kind of story this year that is suitable for newspapers. Next year probably will be different."

Just how important the continued improvement in reproduction has been to r.o.p. newspapers is evident in these remarks by Mr. Dodge:

"The thing that sells r.o.p. color is good reproduction, and the thing that unsells it is bad reproduction. Wherever it's been bad, we have discontinued our campaign in color.

"Usually reproduction has been acceptable to us. But in the few cases where it was bad, it was very, very bad. It was hard for us to see how there could be that much variation."

Mr. Nunn raised another point on bad reproduction, and why newspapers must overcome it. "The advertiser isn't the only one hurt when an ad is badly reproduced," he said. "Even when the advertiser doesn't see the ad, the readers do and the newspaper suffers along with the advertiser. When the reader sees a color ad that's botched, he blames the newspaper—his reaction is 'they've sure got bum equipment' or 'they've got a lot to learn'."

■ But apart from the crackdowns on occasional newspapers because of charges or reproduction woes, the comments were encouraging for r.o.p. color.

Erwin Meissler, vp in charge of production at Needham, Louis & Brorby, stressed the increased understanding he believes is developing in regard to r.o.p. "Everyone," he said, "from the advertising manager all the way down the line, is learning more about r.o.p. That goes for agency people, and reps, too. Recognition of the limitations of r.o.p.—of what will print and what will do a job—is increasing. It had to, or we'd have to chuck the whole thing.

"All the surveys show that r.o.p. color ads get more attention than b&w—because, for one thing, newspapers can only carry so many r.o.p. ads. But you've got to know what you're doing. If you try getting too fancy with r.o.p. color, you're a dead duck.

"A good b&w ad is still better than a bad r.o.p. ad."

■ The art production manager of another big Chicago agency confirmed that r.o.p. knowledge is spreading, and that reproduction quality is improving.

"Even the reps are getting into it," he observed. "Formerly, if you complained about reproduction quality, or raised a point about it, the rep would say, 'That's not my field; I'll get one of our experts to talk to you about that.' But today they dive right in—more and more reps can discuss such problems with you intelligently and helpfully."

■ But Mr. Meissler warned admen not to get carried away by fine points of reproduction and lose sight of primary advertising objectives. As illustration, he recalled showing an r.o.p. ad to his wife and asking what she thought of it. Did it look okay and would she buy from it? His wife replied yes, it looked fine and she would buy from it.

"Personally," Mr. Meissler concluded, "I thought the ad was a poor job of reproduction. But the

TELL MORE

MORE people in new ABC city zone of 125,634*...

MORE daily circulation 40,569 (3/59 ABC)†

COLOR AVAILABLE

*76.2% coverage

†Publisher's statement

IN NEW JERSEY'S RARITAN VALLEY WITH...

Somerset County
NEW BRUNSWICK
Middlesex County

NEW BRUNSWICK NEW JERSEY THE HOME NEWS DAILY — & — SUNDAY

NEW YORK OFFICE. 45 WEST 45th ST. JUdson 6-3682. RICHARD S. KAIN. M.G.A.

FULL COLOR...

Week Days and Sunday

OKLAHOMA'S GREATEST NEWSPAPER
TULSA SUNDAY WORLD
RELIABILITY CHARACTER ENTERPRISE
FINAL HOME EDITION
TULSA, OKLAHOMA, SUNDAY, AUGUST 2, 1959
SINGLE COPY
Mixed After Nixon
FINAL ★★★ HOME
The Tulsa Tribune
SHOWERS
Rickover Gets Close Look
Nixon Tours
U.S. Offers
TULSA DAILY WORLD
PRICE FIVE CENTS
4 MORE LOSE
Eight Men Ruled Guilty
West Would Keep Berlin Rights Intact
Gasoline
TULSA, OKLAHOMA, TUESDAY, JULY 28, 1959
Cities Handed
AREA FLOODS
Envoys Try Fresh Start

Both week-days and Sunday the World and Tribune have the facilities for printing full ROP color. These newspapers rank high among the newspapers of the nation in quality and quantity of color. For the rich Tulsa market responds to color, proven by the fact that leading general and retail advertisers have used color in Tulsa newspapers consistently over a long period of years . . . . and with great success.

Yes, Tulsa is a rich and colorful market, so add color to your campaign and watch sales soar . . . . in the fabulous 40-county Magic Empire.

For full information ask a Branham man or write the Newspaper Printing Corporation, World bldg., Tulsa.

THE OIL CAPITAL NEWSPAPERS

TULSA WORLD TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

How ROP Color Sells for Rambler Dealers

Rambler dealers in Milwaukee ran a campaign of weekly ROP color pages in The Milwaukee Journal *exclusively* during the 1959 model year. Sales have boomed to third place from sixth in 1958. This big jump in sales gives Rambler 11.2% of the Milwaukee market compared to 6% in the nation.

Here is just one of scores of ROP color campaigns in The Milwaukee Journal which have proved that newspaper color brings the advertiser exceptional rewards in *extra* readership, *extra* impact and *extra* sales.

Ask us for facts on ROP Color tests—
Specimen pages and costs—

"Coloroptics" survey of readership for color versus black and white in split runs.

Milwaukee Journal ROP Color Service now used by 143 newspapers and many advertisers.

"Newspaper Color for Millions," a new booklet on the development of ROP Color.

THE MILWAUKEE JOURNAL

America's Most Colorful Newspaper ***First—Always—in ROP Color Advertising***

point is, your objective should be: will it sell merchandise—not will it please the client because of its technical excellence."

■ The idea that r.o.p. is especially effective for certain, specific uses, like promoting purple pumps for Gulf, was echoed by one agency media supervisor, who declined to be quoted. "R.o.p. can be magnificent in a problem market," he said. "And it can be great for exciting the sales force. We are looking forward to the day when r.o.p. is widespread enough for us to use as a specific tool in a specific market whenever we want it."

One of r.o.p.'s staunchest supporters is Ford Motor Co., which accounted for half the r.o.p. color advertising of new cars in July, latest month measured by Hoe, and was the second biggest of all r.o.p. advertisers last year behind R. J. Reynolds, which invested the most r.o.p. money—for Winston cigarets.

E. E. Rothman, general advertising and sales promotion manager of Ford, told AA: "We've researched r.o.p. up, down and sideways and find it very effective. The fact that most cars come in colors and we can show the primary colors in r.o.p. has been good. And we've learned how to use it better. Now we are getting the right color combinations.

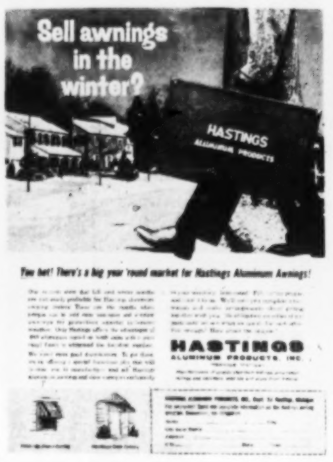
"We check our tearsheets regularly, as they come in from around the country, and think r.o.p. quality is improving considerably. We are getting good, clean ads and we have few complaints about off-register ads."

■ What is r.o.p. color's primary advantage for newspaper advertisers? Impact and drama, most big r.o.p. users agree.

Neal Billiatt, vp and account supervisor on Coca-Cola at McCann-Erickson, New York, told AA that Coca-Cola uses color in newspapers to squeeze maximum "dominance and impact" out of an ad. "Without color, it's easy to get lost in newspapers," he said.

Philip Hinerfield, advertising vp at Pepsi-Cola Co., said the company's r.o.p. color advertising has made major contributions toward developing Pepsi's "quality image." He said Pepsi is currently placing 115 color pages in 38 newspapers, as against last year's schedule of 104 color pages in 34 newspapers.

■ Pepsi is spending $1,000,000 in r.o.p. color advertising this year. A top agency vp in Chicago, questioned by AA, singled out the campaign as one of the outstanding ones in r.o.p. because of the way it has been sustained and has hit in choice periods such as holiday weekends.


Sell awnings in the winter?
HASTINGS ALUMINUM PRODUCTS
You bet! There's a big year 'round market for Hastings Aluminum Awnings!
HASTINGS ALUMINUM PRODUCTS, INC.

THROUGH SNOW, SLEET—*Despite the likely assumption that awnings are a spring sales item, Hastings Aluminum Products Inc., Hastings, Mich., is shaping up a winter sales push with the aid of this two-color page to appear in October issues of Building Specialties and Modern Windows. Aves, Shaw & Ring, Grand Rapids, Mich., is the agency.*

John Alar, associate product manager on Maxwell House instant coffee (one of the top ten users of r.o.p. last year, along with Coca-Cola and Pepsi), said his company looks on color as a dividend in newspaper advertising. "With a brand such as ours—the largest in its category—we need something extra and something dramatic in newspapers," he said. "Color gets the maximum attention."

■ The leading product categories in r.o.p. are gasoline and oils, autos, beer and cigarets and, among local advertisers, food and grocery products. Does that mean r.o.p. is more effective for these products than for others? Most admen close to r.o.p. don't seem to think so.

E. Thomas McBreen, vp of J. Walter Thompson Co., commented: "No, I don't beieve that r.o.p. color works better for some products. Sure, you can develop good appetite appeal for a food dish. But r.o.p. color is notable for getting reader attention, and reader attention is good for all products."

Said NL&B's Mr. Meissler: "Any product will lend itself to color if properly handled. I don't know of any limitations."

■ Underlying such comments on specific aspects of r.o.p. was a consistent note of optimism for r.o.p.'s future. Edward M. Stern, vp and media director of Foote, Cone & Belding, summed up the feeling:

"There is no question that r.o.p. color is going to get bigger and better. There has been a gradual swelling of both availability and quality, and it's going to continue." #

SOMETHING MISSING

. . . LIKE CALIFORNIA *WITHOUT*
THE BILLION-DOLLAR
VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $3 billion
✓ More people than each of 22 entire states
✓ Not covered by San Francisco and Los Angeles newspapers

For daily reading material, people in California's pleasant and prosperous inland valley select their own daily Bees. Shoreline newspapers simply don't have anything for them. Tell these receptive people about your products and services in the three Bees; it's the only way to concentrate your message here.

Data source: Sales Management's 1959 Copyrighted Survey

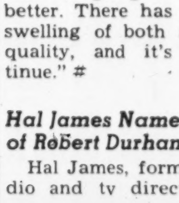
• THE SACRAMENTO BEE
• THE MODESTO BEE
• THE FRESNO BEE

McCLATCHY NEWSPAPERS
NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Hal James Named Partner of Robert Durham Associates

Hal James, formerly vp and radio and tv director of Doherty, Clifford, Steers & Shenfield, has been named a partner of Robert C. Durham Associates, New York, a business consulting company. Mr. James will spend most of his time as a consultant to radio-tv accounts.



Hal James

Mr. James was a vp and radio-tv director of Ellington & Co. before joining Doherty, Clifford in 1957.

grow with OKLAHOMA!

Retail sales increase $151,235,000 in Oklahoma in first half of 1959

Oklahoma in 1958 was an inland island of prosperity by showing continual sales gains while much of the nation was lagging.

Now, on top of last year's gains, Oklahoma again is piling up increases in 1959. Total retail sales in the state during the first six months of the year were $1,159,506,000, an increase of $151,235,000 or 16.6% over the corresponding period of 1958.

Construction, too, is soaring in Oklahoma, led by residential building nearly three times as great as the record-breaking total for the first six months of 1958.

The Daily Oklahoman and Oklahoma City Times give you growing coverage of this fast-moving market with a daily combined circulation equal to 54.1% of the households in its prime 58-county marketing area where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same area.

To find income, go where income is. Get growth in your sales — with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

Write for Oklahoma Market Data book

OKLAHOMA STATE WIDE GROWTH RECORD!

FIRST SIX MONTHS 1959

Total Retail Sales	UP	16.6%
General Business	UP	17.9%
Residential Building	UP	293.6%
Manufacturing Building	UP	104.4%
Construction	UP	60.8%
Food Sales	UP	16%
Drug Sales	UP	12.6%
Furniture Sales	UP	13.8%
Building Material Sales	UP	75.2%
Household Appliances Sales	UP	15.4%
Motor Vehicle Sales	UP	8.3%*
Industrial Production	UP	11%
Agricultural Production	UP	15.5%

*New car sales in Oklahoma City were up 26.4% during same period

SOURCE: Bureau of Business Research, University of Oklahoma

R. O. P. COLOR

More than a quarter of a century of experience and leadership in finest quality color reproduction. Already equipped with the most complete and up-to-date R.O.P. color facilities, the Oklahoman and Times were first in the country to purchase the new Hoe Colormatic presses, 8 units to be installed in latter 1959.

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

Look at the BIG E. B. I. of . . .

DAVENPORT METROPOLITAN AREA!

Of **$535,884,000** total E. B. I., **$362,368,000** goes into retail sales. That's more buying activity than theaverage for all U. S. Metropolitan Areas. Davenport's the Quad-City trading center and only Davenport Newspapers circulate Scott County, Iowa, 100% --- plus effective coverage in Rock Island County, Illinois.

Circulating Davenport and Bettendorf, Iowa
Rock Island, Moline, East Moline, Illinois

MORNING
EVENING
SUNDAY

DAVENPORT NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Newspaper Linage and Circulation Booming

(*Continued from Page 57*)

have tended to cut newspaper lists and concentrate on major markets, so that the Media Records listing may be somewhat more optimistic than the picture which many a newspaper sees.

This was dramatically illustrated at the last convention of the American Newspaper Publishers Assn., when Eugene McGuckin Jr., of the *Duluth News-Tribune* and *Herald*, observed that an Inland Daily Press Assn. study of 33 newspapers averaging 10,000 circulation showed these newspapers carried only 57.8% as much national linage in 1958 as they had in 1950.

▪ It seemed likely that alterations in cooperative advertising patterns and changes in the dealer-allotment procedure for the automobile companies have tended to increase the volume of the large market newspaper, and to trim the newspaper list in a given area.

The two major topics of interest in newspaper advertising circles during the year were changes in rate and discount structures and color. Advertisers and agencies have urged more liberal discount structures on newspaper men for years, and last year important newspapers swung to discount patterns.

▪ On the whole, discount patterns for national advertising were still used by a minority of newspapers. A survey by the American Newspaper Publishers Assn. covering 1,273 newspapers showed that only 7% of the replying newspapers have a sliding scale rate structure for national advertising, with 93% using a flat rate for national. However, about 44% of the flat-rate newspapers have considered or are considering a sliding scale. Of the 81 newspapers replying which have sliding scales, 53 had circulations of more than 50,000.

What many newspaper men think was summarized by John Moffett, *Minneapolis Star & Tribune*, when he said, "I think the biggest advantage to the discount schedule in the national field will only come when the top 30, 40 or 50 newspapers in the country have similar scales. Then they will be important enough for the national advertiser to look at the amount of money he can save, and make some use of it."

▪ At the end of 1958, Moloney, Regan & Schmitt (which had been active in promoting and urging adoption of frequency and continuity discounts) prepared a list of 33 newspapers in major markets with such structures.

Other newspapers—like the *Richmond Times-Dispatch* and *News Leader*—offered discounts based on volume in national advertising. The Richmond plan provides for monthly discounts ranging from 3 to 14 cents a line. And the list of newspapers adding discount structures grew with each month. In February, the *New Britain Herald* announced national bulk and frequency discounts which brought the national rate as low as only 11% above the lowest retail rate.

▪ Another significant move in the direction of more discounts was made by the *Louisville Times* and *Courier Journal*, with the adoption of a C-I-D plan (for Continuity-Impact-Discounts) in September. It provides discounts up to 13% for advertisers contracting for 13-26-39-52 week cycles of advertising, with a 300-line-weekly minimum. Provisions are made for hiatus of varying lengths (up to four weeks for a 52-timer) and allowances are made for multiple products and multiple agency placements. The *Nashville Tennessean* and *Banner* adopted a similar plan, effective Jan. 1, but liberalized it by the inclusion of the newspapers' Sunday magazine, while the Louisville plan is confined to r.o.p.

▪ Arthur H. (Red) Motley, publisher of *Parade*, urged generous discount structures and simplified rate cards in a talk to newspaper advertising executives, asserting that "it is merely conformity with the general practice of all advertising media." As for local

Our thanks to
EDITOR & PUBLISHER
for a

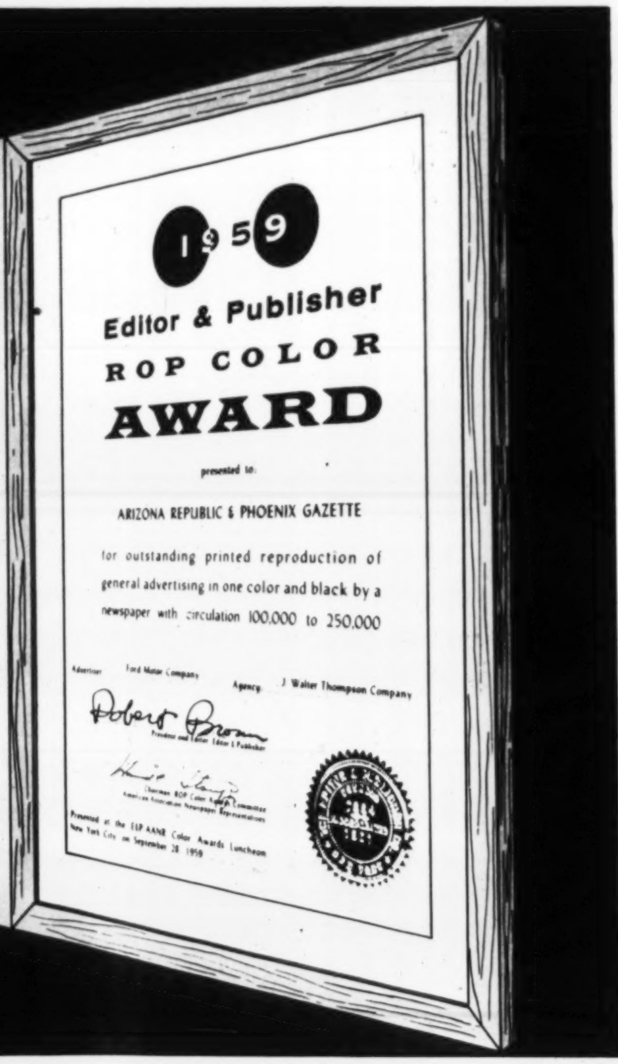
FIRST AWARD

in the

1958 ROP COLOR COMPETITION

Spot color

100,000-250,000 circulation classification



1959
Editor & Publisher
ROP COLOR
AWARD

presented to:

ARIZONA REPUBLIC & PHOENIX GAZETTE

for outstanding printed reproduction of general advertising in one color and black by a newspaper with circulation 100,000 to 250,000

Advertiser Ford Motor Company Agency J. Walter Thompson Company

Robert Brown

Chairman ROP Color Awards Committee
American Association Newspaper Representatives

Presented at the E&P-AANR Color Awards Luncheon New York City on September 28 1959

And, our thanks to the
growing number of advertisers
who know from experience that this

ONE MEDIUM reaches 91.6% of the homes in the

BILLION DOLLAR PHOENIX MARKET

The Arizona **REPUBLIC** The Phoenix ***Gazette***

Morning-evening combination

Chas. E. Treat, National Advertising Manager, Box 1950, Phoenix, Arizona. Phone ALpine 8-8811
Represented Nationally by Kelly-Smith Co.

rare set-up for a successful test campaign in FULL ROP COLOR

- **THE MARKET:** *Washington, D.C. Metropolitan area; 6th in the Nation in per household income; 9th in the Nation in retail sales.*
- **THE NEWSPAPER:** *The Washington Star—2nd in the Nation in total display advertising among evening newspapers during the first 7 months of 1959.*
- **BIG PLUS FACTOR:** *The Star's attractive rate structure that gives advertisers particularly appealing*

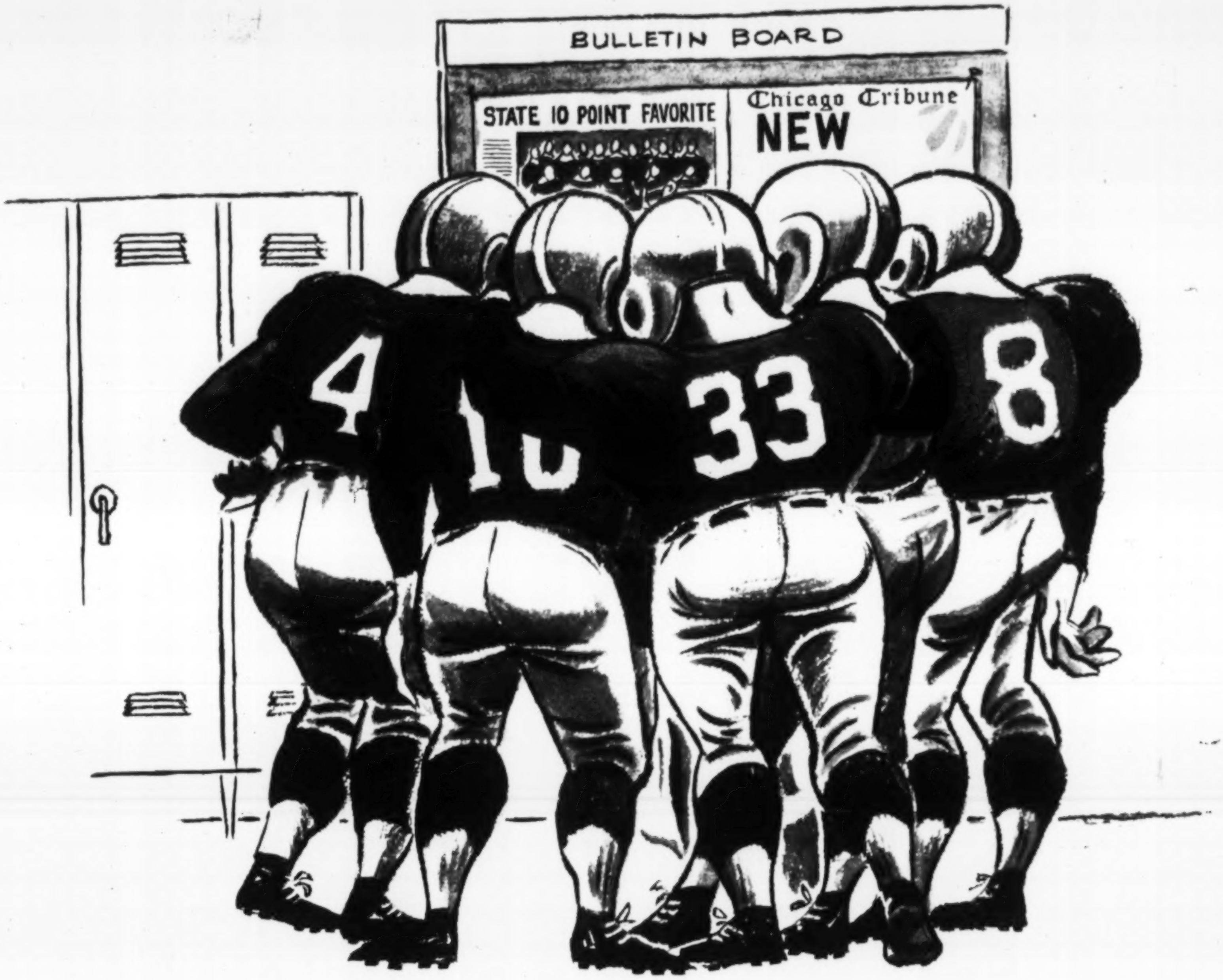
Multiple page discounts on FULL ROP COLOR

The more you think about this set-up the more you'll realize what a natural it is. Here is an exceptional opportunity to run a campaign in Full ROP Color in this vastly important market at a cost most economical and advantageous to the advertiser. The Washington Star is one of America's great advertising mediums and first in Washington in total advertising. Check with your O'Mara & Ormsbee man for full information.

The Washington Star

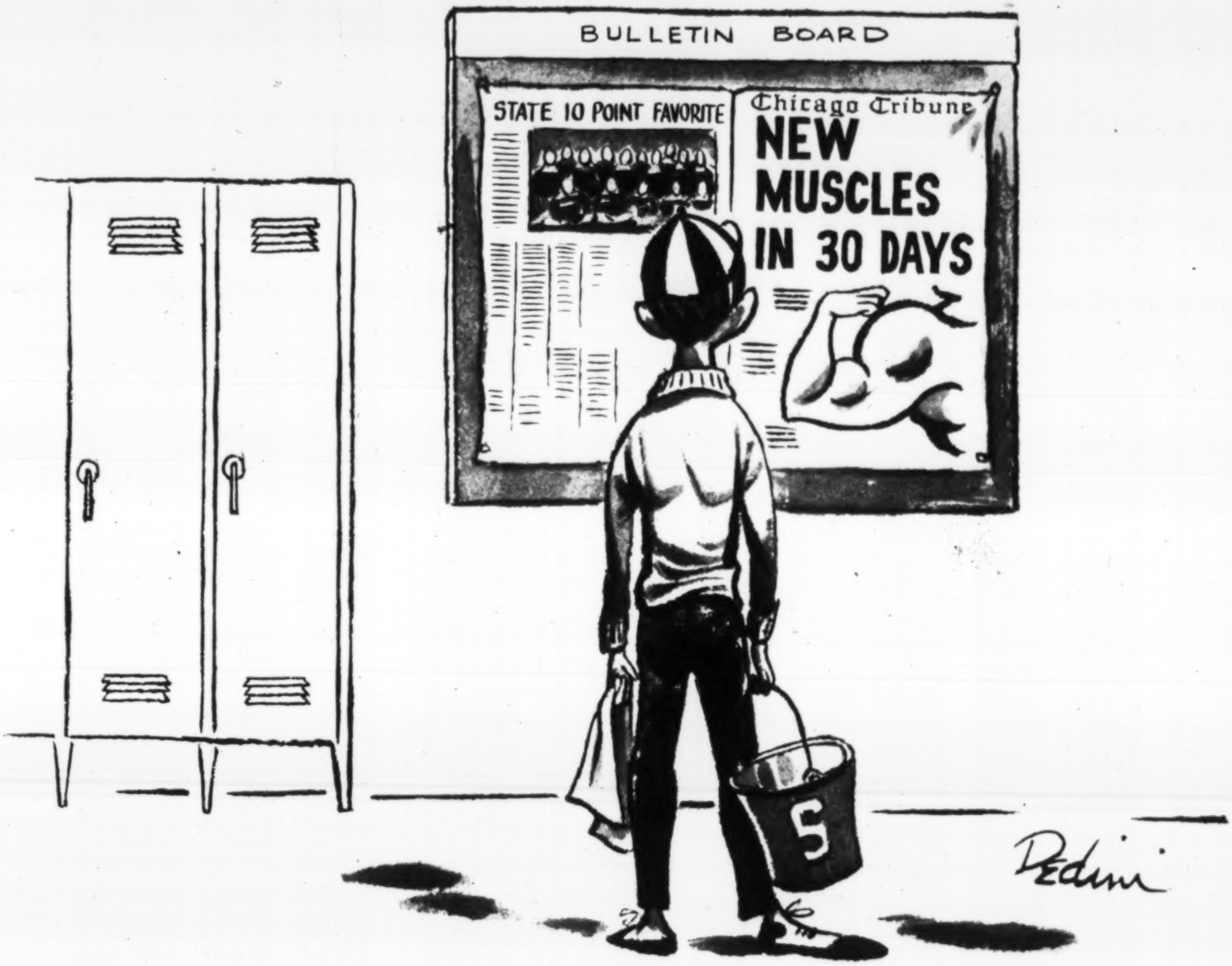
EVENING & SUNDAY ★ WASHINGTON, D.C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.


BULLETIN BOARD
STATE 10 POINT FAVORITE
Chicago Tribune
NEW
4
10
33
8

More readers........

THE TRIBUNE GETS 'EM


BULLETIN BOARD
STATE 10 POINT FAVORITE
Chicago Tribune
NEW MUSCLES IN 30 DAYS
S
Pedini

.....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

Gallery of Figures and Facts
about REMARKABLE ROCKFORD

ROCKFORD
Best Test City in the Midwest
Ask for Tear Sheets of Latest Test Campaign

Over 50,000 Children Returning to Rockford Schools

ROCKFORD MORNING STAR
Rockford Register-Republic
Rockford, Illinois

Retail Sale — May 1959
Over $25 Million

and national rate discrepancies, he thought they hurt newspaper national advertising sales, and in many cases retail rates were too low.

(Retailers don't think so, of course. The New England Newspaper Advertising Executives Assn. was warned by Edward F. Engle, sales promotion division manager of National Retail Merchant Assn., that "an artificial raising of local rates in order to divert some cooperative money into national advertising linage will be resisted strongly by our people, who now spend 80% of our advertising dollars in your medium.")

■ The color question in newspapers continued to be perplexing. More newspapers added color facilities, and more advertisers swung into color. In a poor newspaper year, 1958, with total dollars off 5.1%, r.o.p. color linage in newspapers continued to grow, and reached 122,621,232 lines.

But the internal division in the newspaper business over color continued to be a problem. Newspaper Color Advertising, a cooperative group to promote and sell newspaper color, was shelved, revived, launched officially, lost some of its backers and still has to open a New York office. The representatives have been divided on color; they were unable to support Newspaper Color Advertising, and a substitute "third force" to sell color and b&w never got beyond the meeting stage. The "third force" finally got melded into the Bureau of Advertising. Similarly the American Assn. of Newspaper Representatives' successful Newspaper Color Conferences came to an end—the 1959 conference, set for New York, was postponed and cancelled, with the bureau holding a one-day version.

Canadian R.O.P. Linage Rises 20% in 1958

TORONTO, Sept. 23—Canadian newspapers hiked their r.o.p. color linage more than 20% to 19,461,245 lines in 1958, compared with 16,152,729 in 1957.

The Canadian Daily Newspapers Assn., which reported the figures, said the 1958 total included 11,596,518 lines of national advertising and 7,864,727 lines of local. In 1957 10,505,993 lines were national and 5,646,736 local.

The number of dailies offering r.o.p. remained at 75, unchanged from a year ago. #

Finally, color advertising was an important element of what a group of five newspapers had in common in a development which shook the representative field. Five newspapers—the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch*, and *Washington Star*—formed Million Market Newspapers, shaking up their representatives and branch office organizations in the process of establishing a new joint selling operation. No single rate, single bill, single order setup was visualized. In disclosing the details, MMN reported that the *Detroit News* and *Baltimore Sun* had been invited but decided not to join the group.

■ Meantime, the Bureau of Advertising, which gets the lion's share of the $3,300,000 newspapers put into the bureau, the ANPA and the ANPA Research Institute, was embarked on Total Selling, a massive and misty concept which involved five major elements: (1) more research, (2) heavier BofA convention coverage, (3) depth selling of advertisers and industries, (4) new sales tools for member BofA papers and (5) promotions—three new industry promotions and four seasonal drives.

One for the food industry in the fall was Better Meals Build Better Families, in which some 150,000 food stores and 1,000 newspapers were scheduled to cooperate.

Labor: Trouble All Over

The year 1958 was the worst year for labor strife in the newspaper business since 1947, when the ITU was insisting on its no-contract policy. There were 38 strikes in 1958, compared with 40 in 1947, and 16 of the strikes in 1958 were ITU strikes. One bright spot was the increase in arbitration awards; there were 96 last year, a record, and ANPA has consistently urged arbitration as a method of reconciling labor-management differences.

The 38 strikes affected 62 newspapers, and oddly occurred during a period of general labor peace (1958 was the second lowest postwar year in the number of U.S. strikes). The strikes ranged from 19 days in New York, where the Mail Deliverers Union closed down nine Gotham newspapers just before Christmas, to such longer pe-

The Boston Daily Globe
Mass. "Blue Law" Unconstitutional, Says U.S. Court

Color makes The Globe go 'round in Boston

If your product looks better in color, it'll look best in The Boston Globe. Full ROP color *plus* experience is a combination hard to beat. But then so is The Boston Globe, morning and evening. Only The Globe delivers a fresh batch of readers twice a day. The morning and evening editions are substantially the same, so there's little or no self-duplication. Its high circulation is based on solid readership, not on contests. So . . . if you want to sell Boston, buy The Globe.

The Boston Globe
puts the world at your fingertips

Morning
Evening
Sunday

in dynamic Detroit

300,000*

families are reached only by......

The Detroit News

*Fifth Quinquennial Survey of the Detroit market

DETROIT MEANS BUSINESS! Payrolls are at an all-time high. Department Store sales for the first 8 months are 14% ahead of a year ago. Auto production of 1960 models is now in full swing, with sales of 7-million cars forecast.

In Detroit's big and busy 3-county Standard Metropolitan Area 300,000 families read ONLY The Detroit News—***no other Detroit newspaper.*** That's an exclusive NEWS' market the size of Cleveland! In this area, which includes city and suburbs, The News outsells each of the other two Detroit newspapers by a minimum of 100,000 copies weekdays—and 160,000 Sundays.

That's why you NEED The News to sell Detroit. And that's why The News carries more linage than both other Detroit newspapers combined.

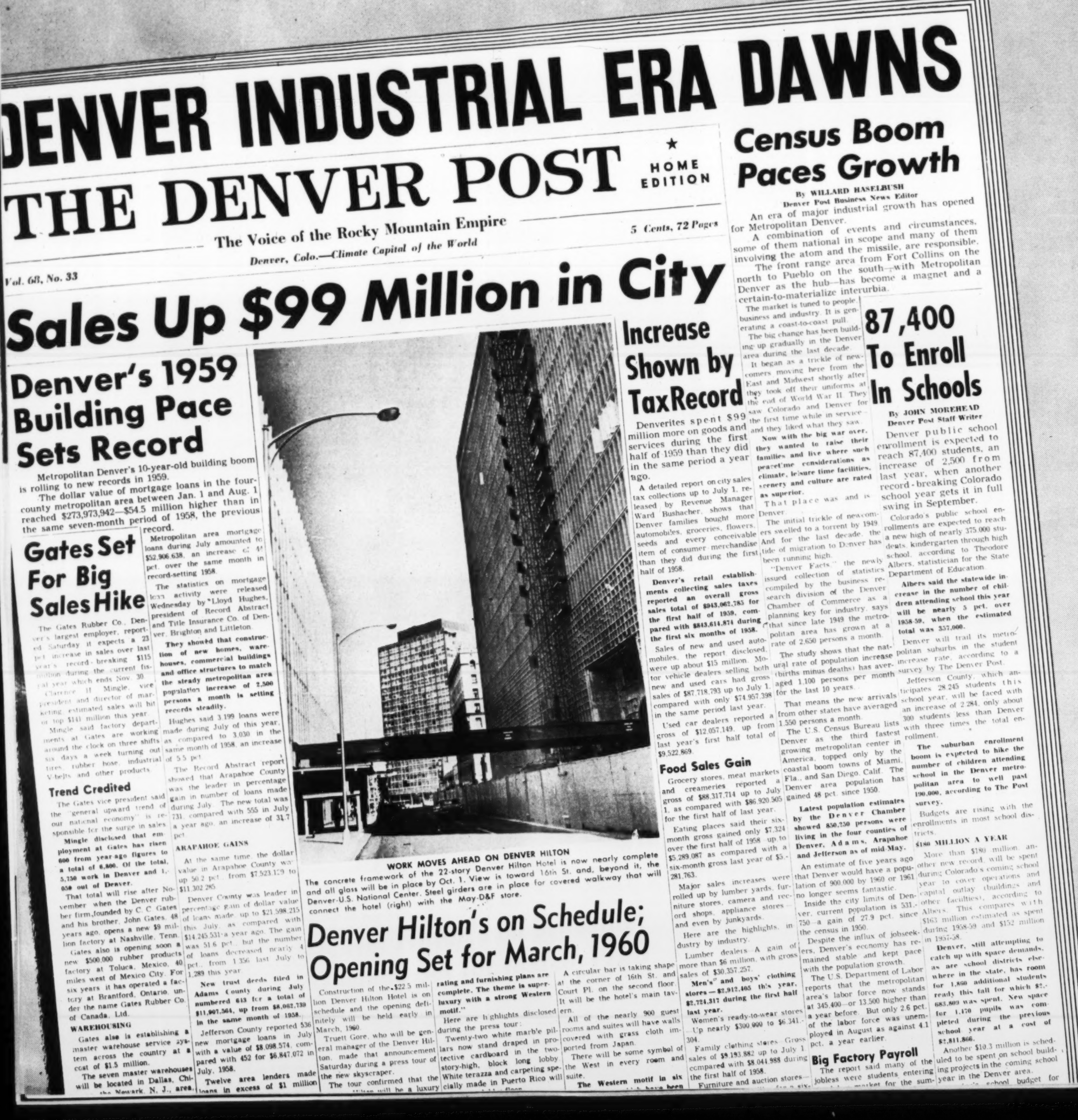
475,873 weekdays . . . 596,884 Sunday ABC 3-31-59

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Sell the Nation's 3rd Fastest Growing

Through One of America's Great



DENVER INDUSTRIAL ERA DAWNS

THE DENVER POST ★ HOME EDITION
The Voice of the Rocky Mountain Empire
Denver, Colo.—Climate Capital of the World
5 Cents, 72 Pages
Vol. 68, No. 33

Census Boom Paces Growth

By WILLARD HASELBUSH
Denver Post Business News Editor

An era of major industrial growth has opened for Metropolitan Denver.

A combination of events and circumstances, some of them national in scope and many of them involving the atom and the missile, are responsible.

The front range area from Fort Collins on the north to Pueblo on the south—with Metropolitan Denver as the hub—has become a magnet and a certain-to-materialize interurbia.

The market is tuned to people, business and industry. It is generating a coast-to-coast pull.

The big change has been building up gradually in the Denver area during the last decade.

It began as a trickle of newcomers moving here from the East and Midwest shortly after they took off their uniforms at the end of World War II. They saw Colorado and Denver for the first time while in service—and they liked what they saw.

Now with the big war over, they wanted to raise their families and live where such peacetime considerations as climate, leisure time facilities, scenery and culture are rated as superior.

That place was and is Denver.

The initial trickle of newcomers swelled to a torrent by 1949. And for the last decade, the tide of migration to Denver has been running high.

"Denver Facts," the newly issued collection of statistics compiled by the business research division of the Denver Chamber of Commerce as a planning key for industry, says that since late 1949 the metropolitan area has grown at a rate of 2,650 persons a month.

The study shows that the natural rate of population increase (births minus deaths) has averaged 1,100 persons per month for the last 10 years.

That means the new arrivals from other states have averaged 1,550 persons a month.

The U.S. Census Bureau lists Denver as the third fastest growing metropolitan center in America, topped only by the coastal boom towns of Miami, Fla., and San Diego, Calif. The Denver area population has gained 48 pct. since 1950.

Latest population estimates by the Denver Chamber showed 850,250 persons were living in the four counties of Denver, Adams, Arapahoe and Jefferson as of mid-May.

An estimate of five years ago that Denver would have a population of 900,000 by 1960 or 1961 no longer seems fantastic.

Inside the city limits of Denver, current population is 531,750—a gain of 27.9 pct. since the census in 1950.

Despite the influx of jobseekers, Denver's economy has remained stable and kept pace with the population growth.

The U.S. Department of Labor reports that the metropolitan area's labor force now stands at 345,400—or 13,500 higher than a year before. But only 2.6 pct. of the labor force was unemployed in August as against 4.1 pct. a year earlier.

Big Factory Payroll

The report said many of the jobless were students entering

Sales Up $99 Million in City

Denver's 1959 Building Pace Sets Record

Metropolitan Denver's 10-year-old building boom is rolling to new records in 1959.

The dollar value of mortgage loans in the four-county metropolitan area between Jan. 1 and Aug. 1 reached $273,973,942—$54.5 million higher than in the same seven-month period of 1958, the previous record.

Metropolitan area mortgage loans during July amounted to $52,906,638, an increase of 4[illegible] pct. over the same month in record-setting 1958.

The statistics on mortgage loan activity were released Wednesday by Lloyd Hughes, president of Record Abstract and Title Insurance Co. of Denver, Brighton and Littleton.

They showed that construction of new homes, warehouses, commercial buildings and office structures to match the steady metropolitan area population increase of 2,500 persons a month is setting records steadily.

Hughes said 3,199 loans were made during July of this year, as compared to 3,030 in the same month of 1958, an increase of 5.5 pct.

The Record Abstract report showed that Arapahoe County was the leader in percentage gain in number of loans made during July. The new total was 731, compared with 555 in July a year ago, an increase of 31.7 pct.

ARAPAHOE GAINS

At the same time, the dollar value in Arapahoe County was up 50.2 pct., from $7,523,129 to $11,302,285.

Denver County was leader in percentage gain of dollar value of loans made, up to $21,598,215 this July, as compared with $14,245,531 a year ago. The gain was 51.6 pct., but the number of loans decreased nearly 4 pct., from 1,356 last July to 1,289 this year.

New trust deeds filed in Adams County during July numbered 613 for a total of $11,907,564, up from $8,062,739 in the same month of 1958.

Jefferson County reported 536 new mortgage loans in July with a value of $8,098,574, compared with 452 for $6,847,072 in July, 1958.

Twelve area lenders made loans in excess of $1 million

Gates Set For Big Sales Hike

The Gates Rubber Co., Denver's largest employer, reported Saturday it expects a 23 pct. increase in sales over last year's record-breaking $115 million during the current fiscal year which ends Nov. 30.

Clarence H Mingle, vice president and director of marketing, estimated sales will hit or top $141 million this year.

Mingle said factory departments at Gates are working around the clock on three shifts six days a week turning out tires, rubber hose, industrial V-belts and other products.

Trend Credited

The Gates vice president said the "general upward trend of our national economy" is responsible for the surge in sales.

Mingle disclosed that employment at Gates has risen 600 from year-ago figures to a total of 6,800. Of the total, 5,750 work in Denver and 1,050 out of Denver.

That total will rise after November when the Denver rubber firm, founded by C. C. Gates and his brother, John Gates, 48 years ago, opens a new $9 million factory at Nashville, Tenn.

Gates also is opening soon a new $500,000 rubber products factory at Toluca, Mexico, 40 miles west of Mexico City. For six years it has operated a factory at Brantford, Ontario, under the name Gates Rubber Co. of Canada, Ltd.

WAREHOUSING

Gates also is establishing a master warehouse service system across the country at a cost of $1.5 million.

The seven master warehouses will be located in Dallas, Chi- **the Newark, N. J., area,**

WORK MOVES AHEAD ON DENVER HILTON

The concrete framework of the 22-story Denver Hilton Hotel is now nearly complete and all glass will be in place by Oct. 1. View is toward 16th St. and, beyond it, the Denver-U.S. National Center. Steel girders are in place for covered walkway that will connect the hotel (right) with the May-D&F store.

Denver Hilton's on Schedule; Opening Set for March, 1960

Construction of the $22.5 million Denver Hilton Hotel is on schedule and the opening definitely will be held early in March, 1960.

Truett Gore, who will be general manager of the Denver Hilton, made that announcement Saturday during a press tour of the new skyscraper.

The tour confirmed that the Hilton will be a luxury

rating and furnishing plans are complete. The theme is super-luxury with a strong Western motif."

Here are highlights disclosed during the press tour:

Twenty-two white marble pillars now stand draped in protective cardboard in the two-story-high, block long lobby. White terazza and carpeting specially made in Puerto Rico will

A circular bar is taking shape at the corner of 16th St. and Court Pl. on the second floor. It will be the hotel's main tavern.

All of the nearly 900 guest rooms and suites will have walls covered with grass cloth imported from Japan.

There will be some symbol of the West in every room and suite.

The Western motif in six

Increase Shown by TaxRecord

Denverites spent $99 million more on goods and services during the first half of 1959 than they did in the same period a year ago.

A detailed report on city sales tax collections up to July 1, released by Revenue Manager Ward Bushacher, shows that Denver families bought more automobiles, groceries, flowers, seeds and every conceivable item of consumer merchandise than they did during the first half of 1958.

Denver's retail establishments collecting sales taxes reported an overall gross sales total of $943,062,785 for the first half of 1959, compared with $843,614,874 during the first six months of 1958.

Sales of new and used automobiles, the report disclosed, were up about $15 million. Motor vehicle dealers selling both new and used cars had gross sales of $87,718,793 up to July 1, compared with only $74,957,398 in the same period last year.

Used car dealers reported a gross of $12,057,149, up from last year's first half total of $9,522,869.

Food Sales Gain

Grocery stores, meat markets and creameries reported a gross of $88,317,714 up to July 1, as compared with $86,920,505 for the first half of last year.

Eating places said their six-month gross gained only $7,324 over the first half of 1958—up to $5,289,087 as compared with a six-month gross last year of $5,281,763.

Major sales increases were rolled up by lumber yards, furniture stores, camera and record shops, appliance stores—and even by junkyards.

Here are the highlights, industry by industry.

Lumber dealers—A gain of more than $6 million, with gross sales of $30,357,257.

Men's and boys' clothing stores—$2,912,405 this year, $2,724,317 during the first half last year.

Women's ready-to-wear stores—Up nearly $300,000 to $6,341,304.

Family clothing stores—Gross sales of $9,193,882 up to July 1 compared with $8,044,988 during the first half of 1958.

Furniture and auction stores—

87,400 To Enroll In Schools

By JOHN MOREHEAD
Denver Post Staff Writer

Denver public school enrollment is expected to reach 87,400 students, an increase of 2,500 from last year, when another record-breaking Colorado school year gets it in full swing in September.

Colorado's public school enrollments are expected to reach a new high of nearly 375,000 students, kindergarten through high school, according to Theodore Albers, statistician for the State Department of Education.

Albers said the statewide increase in the number of children attending school this year will be nearly 5 pct. over 1958-59, when the estimated total was 357,000.

Denver will trail its metropolitan suburbs in the student increase rate, according to a survey by The Denver Post.

Jefferson County, which anticipates 28,245 students this school year, will be faced with an increase of 2,284, only about 300 students less than Denver with three times the total enrollment.

The suburban enrollment boom is expected to hike the number of children attending school in the Denver metropolitan area to well past 190,000, according to The Post survey.

Budgets are rising with the enrollments in most school districts.

$180 MILLION A YEAR

More than $180 million, another new record, will be spent during Colorado's coming school year to cover operations and capital outlay (buildings and other facilities), according to Albers. This compares with $163 million estimated as spent during 1958-59 and $152 million in 1957-58.

Denver, still attempting to catch up with space demands, as are school districts elsewhere in the state, has room for 1,860 additional students ready this fall for which $2,683,809 was spent. New space for 1,470 pupils was completed during the previous school year at a cost of $2,811,866.

Another $10.3 million is scheduled to be spent on school building projects in the coming school year in the Denver area.

Major Market Newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Evening, Except Saturday . . .	252,748
Sunday	339,281
Empire Magazine and Comics .	366,564

A. B. C. Publisher's Statement *March 31, 1959*

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

riods as 68 days in Peoria, six weeks in Michigan, 99 days in St. Louis, where the Guild struck the *Globe-Democrat,* and 124 days in a stereotypers' strike against the San Jose newspapers. Shorter strikes hit Detroit, Columbus, Kansas City, Portland, Washington.

The result of the strikes, the negotiations and the higher wages has been to pare newspaper profits and shorten newspaper tempers. "Sometimes I sell advertising and sometimes I work on the newspaper," one publishing executive told an AA reporter, "but mostly I negotiate with unions. It's a lifetime job." What it means in the cash box was demonstrated by the *New York Times*; for 1958, the *Times* showed a net of $166,052 on a gross of $85,576,162 on its publishing operations.

Mechanical: Hopeful

Most newspaper men, when they can free themselves from worry over rising costs and labor problems, are in agreement that the hope of the business lies in improved mechanical processes. Nothing has captured more imagination than some of the experimental devices now in use in the newspaper business, and trying to adjust one's physical plant to the potential of the future is extremely difficult. "It's hard to say how wise an investment a big plant is," a newspaper man said thoughtully, "in view of the possible mechanical improvements which would result if some of the electronic developments could be harnessed for newspapers."

Among the target areas was photocomposition. Last April there were 27 individual newspaper plants working with ANPA and operating in a production or test basis with photocomposition. The hitch is the engraving cost, which makes photocomposition of "straight matter" economically impractical.

However, in the advertising end of newspapers, photocomposition has made great strides. Lisle Baker Jr., *Louisville Courier-Journal* and *Times,* told an ANPA discussion group that 55 or 60% of his newspaper's retail display advertising is done by photocomposition and that the aim is 100%.

■ Franklin D. Schurz, *South Bend Tribune,* pointed out to the same group that, after four years, his newspaper is about 100% on photocomposition, as far as advertising is concerned, and that the saving against previous composing costs is about 4 or 5%.

Similarly, the *Washington Post & Times Herald* has three machines, and goes up to 150 columns or more of photocomposition advertising (including 86 columns of grocery advertising in a typical issue).

Finally, in a newspaper like the *Davenport Times,* determined application of photocomposition shows real savings; composing room expense dropped from 20 to 30%; it takes 50 to 54 people to operate the room compared with 70 or 80 people by conventional methods. But Davenport had to go through composing room and engravers strikes to make the new procedures possible.

■ Also ahead of newspapers are improvements in teletypesetting devices, including a plan for a perforator which will deliver a tape corrected and proofread to the machines. Sterotyping continues to show progress with no-pack mats and an automatic German casting machine—the M.A.N.—which handles casting, shaving and trimming once the mat is positioned. New press equipment includes a Hoe high-speed color press functioning at 70,000 impressions an hour and the Aller press which Hoe will sell, which prints at 1,500 feet a minute on newsprint and delivers color quality which R. E. Lewis of ANPA's mechanical department calls "superb."

Courts, Cheats, Cheer

The newspaper year included a good deal of mixed news, of uncertain significance. The *Wichita Eagle* agreed in July to end its combination rates for advertisers and subscribers, although it was permitted to continue to offer a discount for combination use. In Texas, the Hartke-Hanks newspapers were exonerated in an anti-trust action brought by the Department of Justice over the purchase of the *Greenville Banner.*

In one of the oddest stories of the year, the FBI captured a ring which had been swindling newspapers in prize contests. The ingenious swindlers had created a fictitious Canadian newspaper and bank, thus got solutions to puzzles

FORT WAYNE
Indiana
Ohio

Pick Up a Cool Billion Dollars In Fort Wayne*

***15-County Golden Zone Market**

607,300 people with over a billion dollars to spend are waiting in Indiana's 15-county Golden Zone to buy your products.

The easiest, least expensive way to completely cover the Golden Zone is through The News-Sentinel and The Journal-Gazette.

FORT WAYNE
INDIANA'S GOLDEN ZONE

C. S. I.	$1,121,883,000
Gross Farm Income	$ 270,350,000
Retail Sales	$ 695,377,000
Food Sales	$ 139,941,000
Auto Sales	$ 147,226,000

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Ads Sell More in Sioux City!

Productive advertising starts with a productive market . . . and Sioux City's Billion-Dollar Siouxland Market is right on top of the list. Want sales results from your advertising? . . . Then be sure your schedule includes Sioux City, Iowa.

LOOK WHAT'S HAPPENING IN SIOUX CITY

RETAIL SALES UP 14%

CONSTRUCTION UP 16%

BANK CLEARINGS UP 24%

LIVESTOCK RECEIPTS UP 20%

When it comes to selling Siouxland's 833,600 people with their $1,208,310,000 effective buying income . . . Nothing does it like the Sioux City daily newspapers! Sioux City's dailies give you 100% coverage of metropolitan Sioux City; 94% coverage of the 4 adjacent counties; 76% coverage of the 12 county primary market and dominant coverage of the entire 49 county Siouxland area.

The Sioux City Journal
JOURNAL-TRIBUNE
MORNING EVENING SUNDAY

FULL R. O. P. COLOR available for maximum sales impact

NATIONAL REPRESENTATIVES—JANN & KELLEY, INC.

running in the U.S., and were able to take the *Philadelphia Bulletin* for $6,050, the *Chicago American* for $5,500, the *Milwaukee Sentinel* for $2,710, the *Portland Oregonian* for $1,700, the *St. Paul Pioneer-Press* for $1,625 and the *Harrisburg Patriot* for $250.

■ In recent years, the newspaper business had gotten accustomed to seeing a newspaper battle the government in the courts. In New England, it was newspapers vs. newspapers. There the *Haverhill Gazette* had sued the *Manchester Union Leader* and the *Haverhill Journal* in an anti-trust action, replying to a suit by the *Leader* against nine Massachusetts newspapers and Newspapers of New England charging a conspiracy to put the *Journal* out of business.

In a significant action, Scott Publishing Co. (which publishes the *Tri-City Herald* in southern Washington) sued the ITU and Unitypo and a labor-backed newspaper for treble damages amounting to $7,000,000.

Ohio newspapers were instrumental in the new Ohio Right-to-Advertise law, which had been hailed by the AFA, and shows promise of being a pattern statute for other legislation.

Concentration and Changes

In recent years, nothing has distressed newspapers more than the steady pressures which have produced one monopoly newspaper town after another. Many factors have been blamed for concentration. Last spring J. R. Wiggins, executive editor of the *Washington Post & Times-Herald* blamed the advertiser, whose "preference for the top paper and only the top paper" had "put a premium on being the best newspaper" and made things impossible for the second, third and fourth papers.

Other newspaper men think they see signs of the trend's diminishing. "It's about shaken down," one southwestern publisher told AA last spring. "You've seen about the end of newspaper closings. Something will happen in San Francisco [he turned out to be right], and maybe in Pittsburgh. And after that things will be quiet for a long time."

■ The concern over concentration was evident in St. Louis. The *Post-Dispatch* had bought the *Globe-Democrat* building and was printing both papers. When the *Globe Democrat* strike dragged on, St. Louis and the Midwest were swept with rumors that the *P-D* intended to buy the *Globe*, and the *Post-Dispatch* issued an unusual statement saying flatly that it did not intend to buy the *Globe* and was committed to competitive publishing in St. Louis.

Among the major newspaper deals during the year was the purchase by Field Enterprises of the *Chicago Daily News* from John Knight. It made the nation's second city into a Field vs. *Tribune* market.

■ A second major operation was the purchase by Lee Newspapers of eight Montana dailies which had been owned for years by Anaconda Co.

The stockholders of the *Nashville Tennessean* and *Banner* rejected a $9,500,000 offer from Hearst Newspapers.

And in San Francisco, Hearst and Scripps-Howard combined forces in the city's only afternoon paper, the *San Francisco News-Call-Bulletin*, which would be represented by Moloney, Regan & Schmitt.

Prestige and Prospects

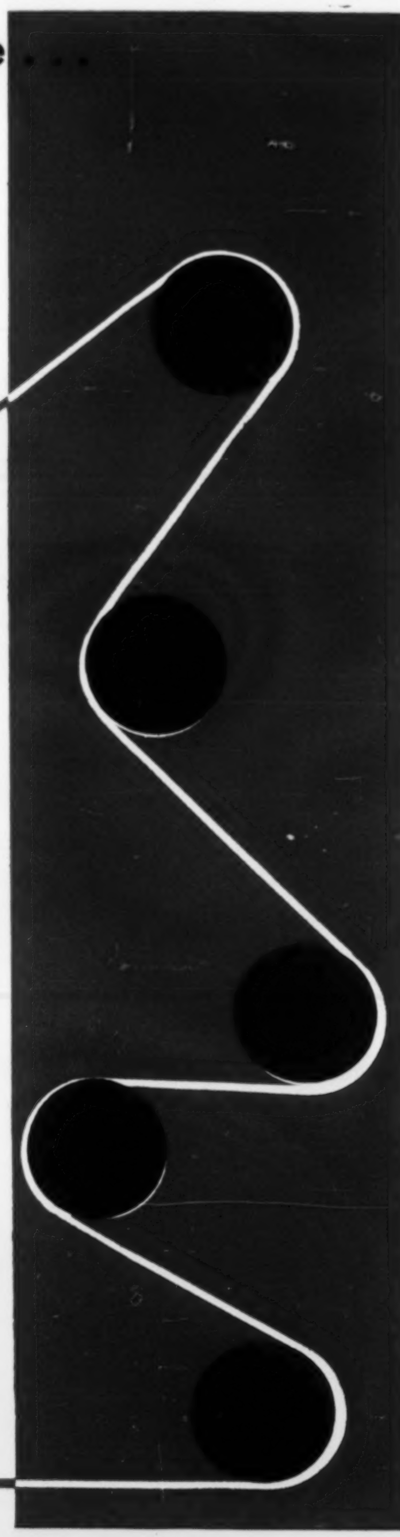
Many newspaper men are concerned because their readers and their advertisers regard newspapers as having lost glamor and excitement. James L. Knight told the National Newspaper Promotion Assn. about a Social Research finding on the subject: young people think newspapers are old, staid, lacking in courage and job opportunities.

Readers haven't flocked to newspapers in recent years. The shift to the suburbs has been hard on metropolitan dailies. Price increases have hurt in big newsstand markets. As Albert Spendlove of the *Philadelphia Bulletin* summed up: "We are plagued by the move to the suburbs . . by the situation in the national advertising field . . . we have already used up the methods of reducing costs which might be considered obvious . . . circulation is obtained now only as the result of tremendous hard work. The same is true of advertising revenue."

Advertisers looked at the prob-

whether you sell cars, cake mix or coffee . . .

NEWSPAPER Color CUTS COSTS in the ST. PAUL MARKET!



The facts and figures have erased the last trace of doubt. COLORadvertising cuts costs by delivering better readership . . . better "remembership" . . . better RESULTS!

Studies conducted by the Milwaukee Journal and Houston Chronicle shed the first bright light on the impact of color. Even more recent facts—unearthed by the exhaustive probing of the Continuing Study of ROP Color . . . in which the St. Paul Dispatch-Pioneer Press plays an active role . . . prove conclusively that when you buy color, you buy even more results than you get with black-and-white.

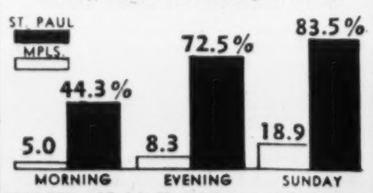
And abundant results come naturally in the thriving St. Paul Market* where 529,600 people spend a whopping total of 655 MILLION RETAIL DOLLARS a year!

If you want these big spenders to ask for, reach for and pay for YOUR product, use the newspaper that's your prime sales tool in the market . . . the St. Paul Dispatch-Pioneer Press.

From an attention-grabbing splash of spot color to the high-fidelity impact of full-color reproduction, a trio of ROP color presses and the finest in composing and stereotyping equipment are geared to COLORadvertising at its potent best.

In the St. Paul Dispatch-Pioneer Press, the sales-producing power of COLORadvertising is available in sizes ranging from 1,000 lines up. On full page units, the color premium is a mere 20% more than black-and-white.

FAMILY COVERAGE
*Ramsey, Dakota and Washington counties.



SOURCES: ABC 3-31-59. SM Survey of Buying Power 5-10-59. Newspapers have audited, verified circulation.

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Represntatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco
St. Paul—Minneapolis

lem somewhat differently. An ANA survey in late 1958 analyzing rate and circulation trends of 225 dailies with more than 50,000 circulation showed that since 1946 circulation has risen 11.4%, rates (on a 5,000-line basis) 74.4%, and cost per thousand 56.6%.

■ Newspaper people have worried about shrinking classes in schools of journalism and dwindling numbers of young people who want to work with newspapers. There are some signs that the situation is improved, particularly newspaper pay, traditionally a subject of derision. Note these ANPA comments:

T. O. Griley, *Advocate*, Newark, O.: "Take a well-educated young man with a great deal of ambition and pay him $100 a week." Or Bert Struby, *Telegraph & News*, Macon, Ga.: "The price of beginning reporters is moving up . . . a lack of availability of young men coming into the newspaper business. In Tampa a survey of 12 top men of the graduating journalism class of the University of Florida showed nine . . . were not coming into newspapers at all but going into public relations, etc. . . We made a survey of newspapers in the southeastern area . . . found the starting wage (for reporters) is from $65 to $85 a week. We even pay as high as $85 a week for some starting reporters . . ."

And still, the ANPA's journalism committee found in 1958, despite the recession, there were too few journalism graduates for he demands of the business.

Newspapers are interested in classroom use of newspapers, and held four college workshops this summer across the country, to which a subscription of $225 permitted a newspaper to send a high school teacher. It's an effort to teach high school students how to read and enjoy and benefit from newspaper reading.

■ The problems with the advertiser—the national advertiser—are a little less abstract and removed. What the newspapers want from the advertiser is less concentration on television. Newspaper research has gotten notably rough in the past year. Tv's failings get top attention. Quiz show faking and congressional investigations get a bigger news play. It seems as if the newspaper business has agreed on the recipe of J. Warren McClure, *Burlington Free Press*, who told an ANPA panel that "half the secret of selling against television is not to be as conservative as we have been in the past in telling the newspaper story. We have been the modest medium and tv and radio have capitalized on it . . ."

As the newspaper business moved into the last quarter of 1959, it moved in with an air of confidence and determined aggressiveness. #

'Herald-Leader' Names Wachs

Fred B. Wachs, general manager of the Lexington Herald-Leader Co., Lexington, Ky., has been named president and treasurer of the publishing company. He succeeds the late John G. Stoll, who died Aug. 26 (AA, Aug. 31). Mr. Stoll was president and treasurer of the company and was editor and publisher of the *Lexington Leader*. Gayle A. Mohney, attorney, was named vp and secretary, and Edward S. Dabney, president of Security Trust Co., is the third member of the three-man board (AA, Sept. 14).

Otero Buys Out Winters

Page B. Otero, president of Otero & Winters, Los Angeles, has purchased the interest of Curtis R. Winters, vp, and will change the agency name to Page B. Otero Inc.

Houston's
Most
Colorful
Salesman

One Newspaper *Dominates* R.O.P. Color Advertising . . .
THE HOUSTON CHRONICLE

9th in the Nation in R.O.P. Color Advertising With 896,363 Lines in Seven Months.

Houston's morning newspaper ranks 29th in the nation in R.O.P. Color Advertising . . . Houston's other evening newspaper did not place among the top 50.

Source: Media Records

next to the ad itself . . .
COLOR is your best investment!

The Chronicle's nationally accepted "Color in Action" study proves that color gets more readership and retention regardless of ad size . . . works for all kinds of ads . . . strengthens identity . . . pulls more readers into the copy-block . . . is expensive ONLY when you DON'T use it!

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
THE BRANHAM COMPANY—National Representatives

77 Newspapers Add R.O.P. Color; Total Is Now 800

(*Continued from Page 57*)

And 456 newspapers now offer two colors and black, up more than 10% over 413 such newspapers a year ago.

■ The increased availability of r.o.p. has come not only from more newspapers offering it, but from increases in the number of days per week it is available in each newspaper and in number of newspapers offering less-than-page-size r.o.p. ads.

A glance at the list of r.o.p. newspapers and their requirements shows that most of these newspapers now accept color on all days of the week.

As for size of ads, of the 373 newspapers offering full color, 257—or 69%—now will accept full-color ads of 1,000 lines, or about a half page, and some of these newspapers will accept smaller sizes. This represents a 16% increase from 224 newspapers with a minimum requirement of 1,000 lines or less on full color a year ago.

Of the 800 r.o.p. newspapers, nearly all will accept one-color-and-black ads as small as 1,000 lines, and some newspapers will accept smaller sizes.

The increased latitude both in number of days r.o.p. is available and in variety of ad sizes accepted gives advertisers more flexibility and is expected to help bring more r.o.p. linage in 1959.

It didn't work out that way completely in 1958, as r.o.p. national advertising linage fell off 6.9%. But retail advertisers came to the rescue with a heavy use of r.o.p. that more than compensated for the loss in national. The result was an over-all gain for r.o.p. reported by R. Hoe & Co. at 6.7% above 1957. The gain was achieved in a period when b&w linage was off 4.4%.

■ So far in 1959 the early returns indicate that national advertising in r.o.p. will be as good or better than last year, so that if retail advertisers keep up their pace, r.o.p. will show an even larger gain in 1959.

In the first seven months of 1959, r.o.p. color linage has increased 23% over the comparable period of 1958, chalking up a total of 81,913,139 lines, the latest of the Hoe reports shows. The reports are based on studies of 400 newspapers in 130 cities.

This year gasoline and oils continued to be the leading product group in use of r.o.p., paced by such companies as Standard Oil (Indiana), which was the leader in July, Phillips, Shell and Gulf. Other top groups include beer, cigarets and autos.

■ On the technical front of r.o.p. color, several new processes and new types of equipment were aiding progress as newspapers perfected reproduction quality. Usually, new developments in the printing and engraving fields are so controversial that it is difficult to pin down what is really new and different.

But two developments were creating most interest among advertising men checked by AA. One is the powderless etch, which produces a sharper and cleaner etch with the use of special equipment. It has been out several years but was reported to be in increasing use. Another development, this one introduced only in the past year, is a glass mat—a mat in which there are relatively long glass fibres which reduce shrinkage and distortion and permit more accurate color register.

■ One trend that has picked up momentum in the past year is the use of editorial r.o.p. color. And some advertisers, particularly industry and trade associations that promote certain types of products, were using a new service that supplies editorial color mats to newspapers.

Such associations as the Redwood Lumber Assn., and the Turkey Federation have been using Sta-Hi Color Service, Fullerton, Cal., a service started last year whereby the association pays for color mats that are made by Sta-Hi and are distributed by it to r.o.p. newspapers throughout the country. The Redwood Lumber Assn., for example, had mats prepared for a color editorial feature on building your own recreation or rumpus room in your home. The feature was straight editorial but promoted use of lumber.

■ Sometimes the user of this service, such as Redwood Lumber, charges newspapers for the mats in order to cover costs but sometimes the mats are distributed without charge to get broadest coverage. Companies, as well as associations, have been trying this type of publicity promotion. One recent one was Jantzen, which had mats distributed on a feature about knit dresses.

A somewhat similar service is offered by the *Milwaukee Journal*, the nation's leader in r.o.p. color linage, although this service is limited to member newspapers in its r.o.p. color division. #

'Elkart Truth' Names Swartzell

Allen Swartzell, manager of the Goshen, Ind., branch office of the *Elkart Truth*, will be the new national advertising and promotion manager of the *Truth*, effective Oct. 1. Mr. Swartzell succeeds Leslie E. Fleck Jr., who has been named promotion manager of Charlotte Newspapers, Charlotte, N. C.

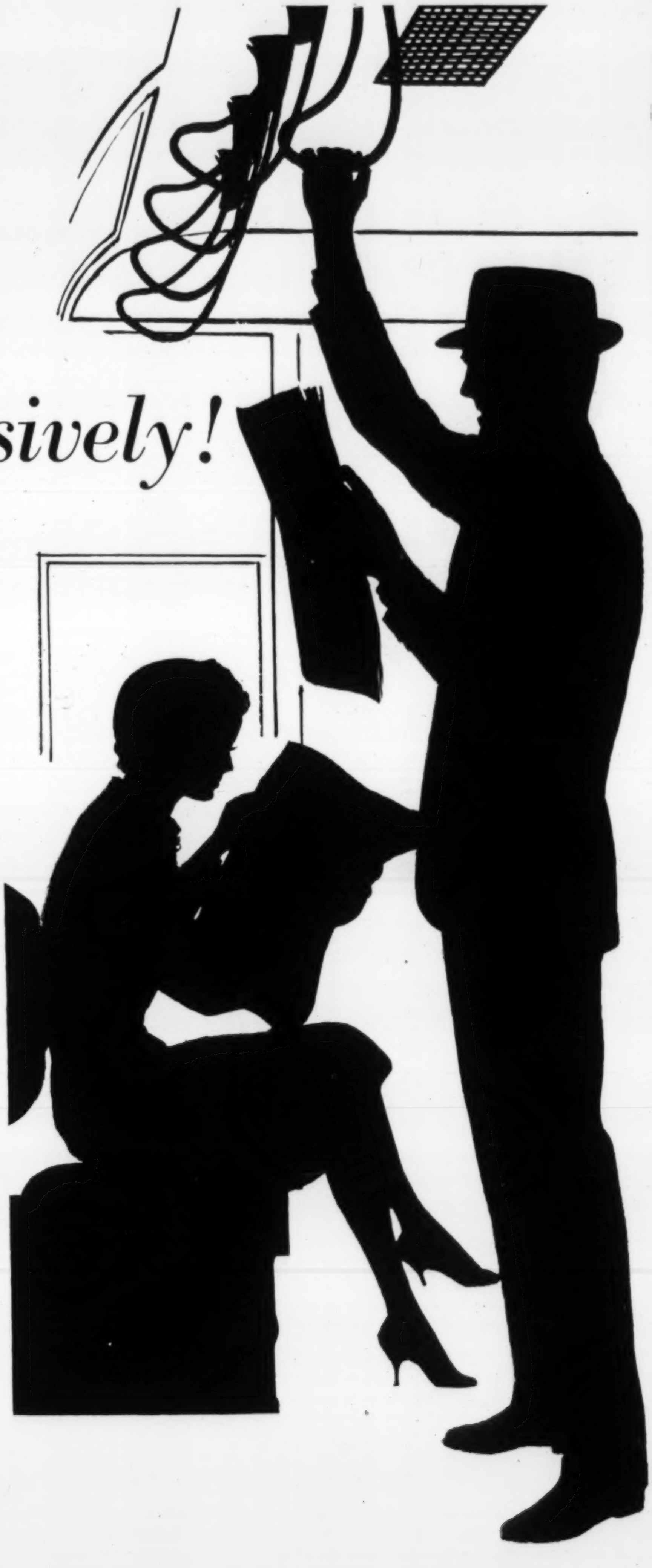
how to build a skyscraper

Start with a single brick. Add another and another and another. A *continuity* of bricks. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity It offers discounts with no increase in existing rates. The **Continuity-Impact-Discount** plan makes possible the most effective use of newspapers. Let your Branham Representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

In the New York market . . . among 4,730,000 adult News readers

2,240,000 read The News *exclusively!*



The exclusive readership of the Daily News exceeds the entire readership of any other New York City newspaper.

And the non-exclusive readers of The News number 2,490,000—include from one-third to two-thirds the readers of all other New York City newspapers.

Source: *Profile of the Millions—2nd Edition, a massive study of New York market characteristics. Call any News office for a presentation.*

There are 11,130,000 adults, fifteen years and over, in New York City and its suburbs—and 20% read no other newspaper than The News.

The exclusive News readership is larger than the audiences of all but a few top nighttime television programs—and you get it every day!

And remember that the exclusive News readership is just a plus—less than half of the total audience reached by this newspaper.

It's obvious that if you're out of The News, you fail to reach a large segment of this metropolitan market; and television offers no assurance of reaching it.

It is also obvious that when your advertising is in The News, you are covering the largest share of the market—and getting attention, readership, reception and response that no other medium can surpass! At a lower cost, as well!

Ask any New York News office for details.

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

source:
Sales Management

Teed off about tests? . . . try **Portland, Maine**

PORTLAND MAINE NEWSPAPERS

PRESS HERALD
EVENING EXPRESS
SUNDAY TELEGRAM

94% coverage of ABC retail zone

100% coverage of city zone

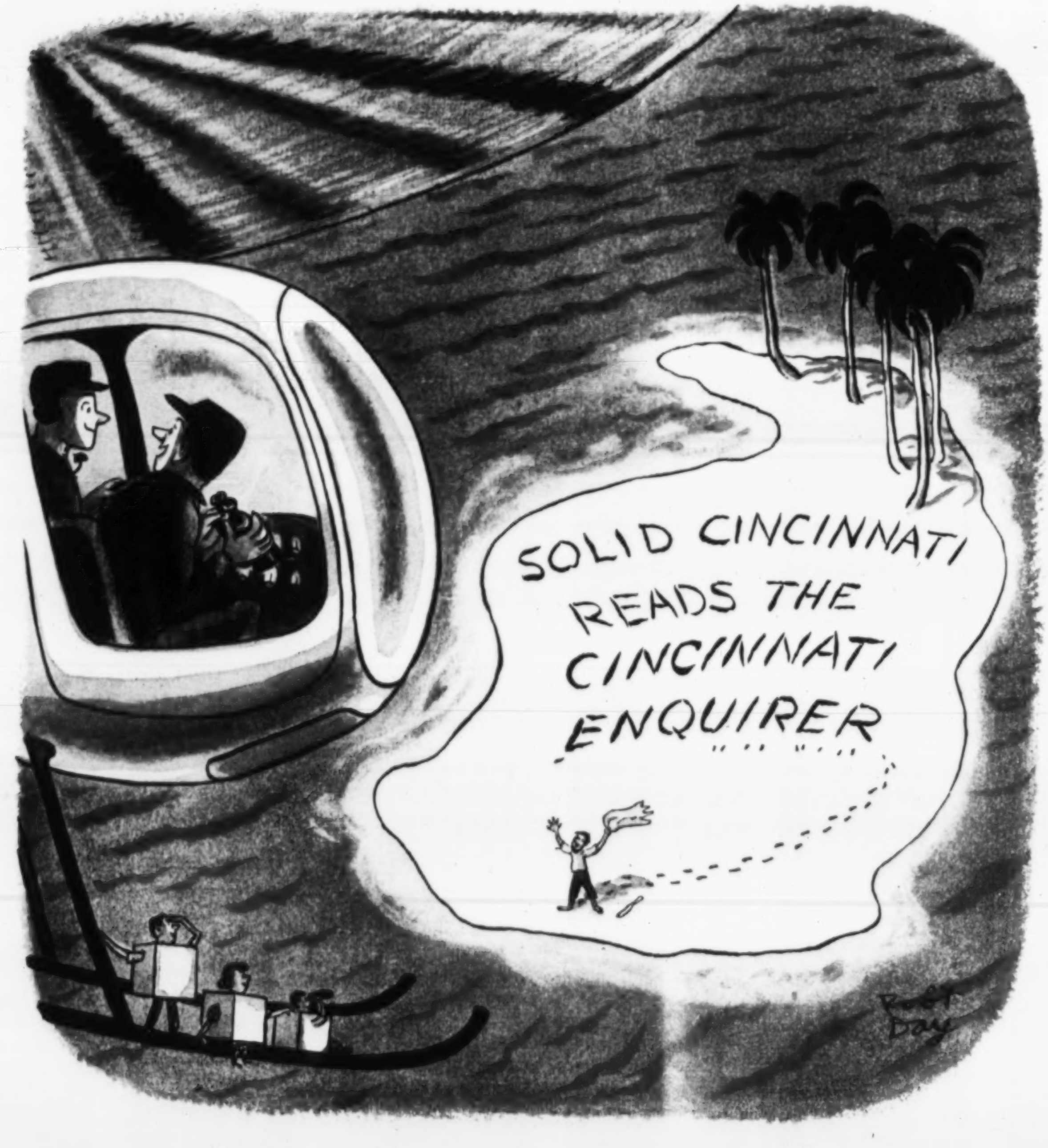
represented by Julius Mathews Special Agency

CAC Names Tuttle

Kirk C. Tuttle, vp and manager of Fuller & Smith & Ross, Cleveland, has been named general chairman of the 11th annual advertising performance awards of the Cleveland Advertising Club. Entries in the ad performance competition will be received until Oct. 31, with a panel of judges reviewing the entries Nov. 2, and the awards luncheon scheduled for Nov. 18.

'Farm Quarterly' Hikes Rates

The Farm Quarterly, Cincinnati, has issued a new rate card effective with the winter issue, published Dec. 6. Based on an increased circulation guarantee of 250,000 from 225,000, rates for one b&w page have increased from $2,100 to $2,310 and rates for a four-color page have increased from $2,600 to $2,990. The rate card has been printed as a four-color folder.



SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
Rob't Day

"Must be that big advertising man they reported missing"

CALL OFF THE SEARCH . . . If you're looking for the best way to reach the solid market that matters in the great metropolitan area of Cincinnati, the Cincinnati Enquirer is just the ticket. Solid reason why: solid Cincinnatians read and prefer The Enquirer every day of the week . . . for more news, features, *advertising*. Happy result: you're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. A look at the new 1959 Top Ten Brands Survey confirms it. Ask The Enquirer's Research Department to show it to you . . . or call Moloney, Regan & Schmitt, Inc.

TOP TEN BRANDS

Coming Conventions

*Indicates first listing in this column.

Sept. 26-Oct. 1. Affiliated Advertising Agency Network, international convention, Somerset Hotel, Boston.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Oct. 4-6. Advertising Federation of America, 7th District convention, Roosevelt Hotel, New Orleans.

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

*Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

Wiswell Joins EWRR

George C. Wiswell Jr. has joined Erwin Wasey, Ruthrauff & Ryan, New York, as account executive and member of the business development group emphasizing the New England market area. He was formerly vp and director of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston.

Max Factor Names May

Max Factor & Co., Los Angeles, has appointed Claude May assistant advertising manager of its international division. Mr. May previously had operated his own agency in Los Angeles for the past three years.

Trader Joins Tullis

Bill Trader has joined Tullis Co., Los Angeles, as an account executive. He was formerly a sales executive and held management positions with the Bartell stations, San Diego, for four years.

Airline Personnel to Duncan

Airline Personnel Center, San Francisco, has appointed Duncan, Rowan & Woods, San Francisco, to handle its advertising.

To national
advertisers and agencies

You Can Use the *Centralized* Convenience of

ROP COLOR SERVICE®

Effectively and Economically!

Here's how 143 newspapers across the country can extend your national ROP Color schedules through local dealer and distributor co-operation.

1 ROP COLOR SERVICE will create retail advertising layouts, prepare color engravings of "tie-in ROP Color ads" and distribute ad proofs via a Weekly Color File to 143 newspapers. (No charge for distribution.)

2 Advertising salesmen of subscribing newspapers contact major retailers and distributors who are logical prospects for the use of your color advertisements in retail advertising. Newspaper merchandising staffs follow up with point-of-sale proofs or preprints.

ROP COLOR SERVICE, in co-operation with your advertising agency, will also create, prepare and distribute national ROP Color advertisement printing materials, color editorial features on your products, point-of-sale and merchandising ad preprints to completely integrate your newspaper campaign

Scores of national advertisers of food, fashions, home furnishings, automobiles and other products have used the ROP COLOR SERVICE with great success.

3 Each Weekly Color File includes any instructions, requirements, terms or restrictions you place on the use of your color mat materials in retailer or distributor advertising.

4 You can control the copy and placement of retailer or distributor advertisements using your color materials to co-ordinate it with your national program and to meet local situations.

5 Only one set of color engraving plates is required. ROP COLOR SERVICE does the rest with quick, economical, high quality color mats, color preprints and distribution service.

Write The Milwaukee Journal, ROP COLOR SERVICE, Journal Square, Milwaukee, Wisconsin, for complete details.

The Milwaukee Journal
ROP COLOR SERVICE
for Newspapers

These reproductions are printed from unretouched color photos of actual ROP newsprint tearsheets pulled from the files of the Minneapolis Star and Tribune Sept. 10, two months after different tearsheets of the same three ads had been submitted to the Editor & Publisher competition. Except for the American Legion parade news picture, no page was less than four months old when photographed.

Which page won the prize?

They're all good examples of the excellent ROP color reproduction you'll find in newspapers throughout the United States every day . . . pages of advertising and news that produce prize-winning reader response.

All of them are from the Minneapolis Star and Tribune.

One of them was judged the finest example of ROP color printing by papers of more than 250,000 in the 1958-59 ROP color competition just conducted by Editor & Publisher magazine.

The front page picture of the 1959 American Legion's national convention parade, for instance, is just one of the more than 1,200 news pictures in full color, printed in the Minneapolis Star and Tribune in a year. That one's a little special, though, because it was taken, printed and delivered to our readers while the parade still was in progress!

Since the ROP color reproduction competition was open only to advertising color, the news picture wasn't in it. But it does figure in the story, because when you print news pictures in color almost every day, you acquire skill and know-how that just naturally pay off in consistently good reproduction of ROP advertising color.

The winner easily could have been the luscious Pillsbury chocolate cake ad . . . or the crisp Standard Oil ad . . . or many others—all good examples of the fine ROP color campaigns run by these advertisers in the Minneapolis Star and Tribune and in many of the 372 other newspapers that now regularly print full-color advertising.

The winner was the sharp Pepsi-Cola gal in the Santa Claus suit—one of a dozen of the fine Kenyon & Eckhardt color ads which Pepsi ran in the Minneapolis Star and Tribune during the year.

How was it done?

Let's say it was just a good day's work. With good art and mats from knowledgeable agencies and advertisers, nickled plates, new carefully-tested color inks—plus a big chunk of daily experience—you *can* produce "winners" every day.

Or so Harold Costello, Minneapolis-St. Paul Pepsi-Cola franchise bottler, could tell you. This long-standing K&E-produced series is an important reason why Pepsi is the No. 1 cola drink* in the whole state of Minnesota.

More and more "winners" are being produced every day. And will continue to bring smiles to the faces of advertisers, more and more. For ROP color has come of age. And we are pleased to be part of a creative newspaper industry that has made this most powerful new sales tool possible.

Minneapolis
Star *and* Tribune
EVENING MORNING & SUNDAY
640,000 SUNDAY · 500,000 DAILY

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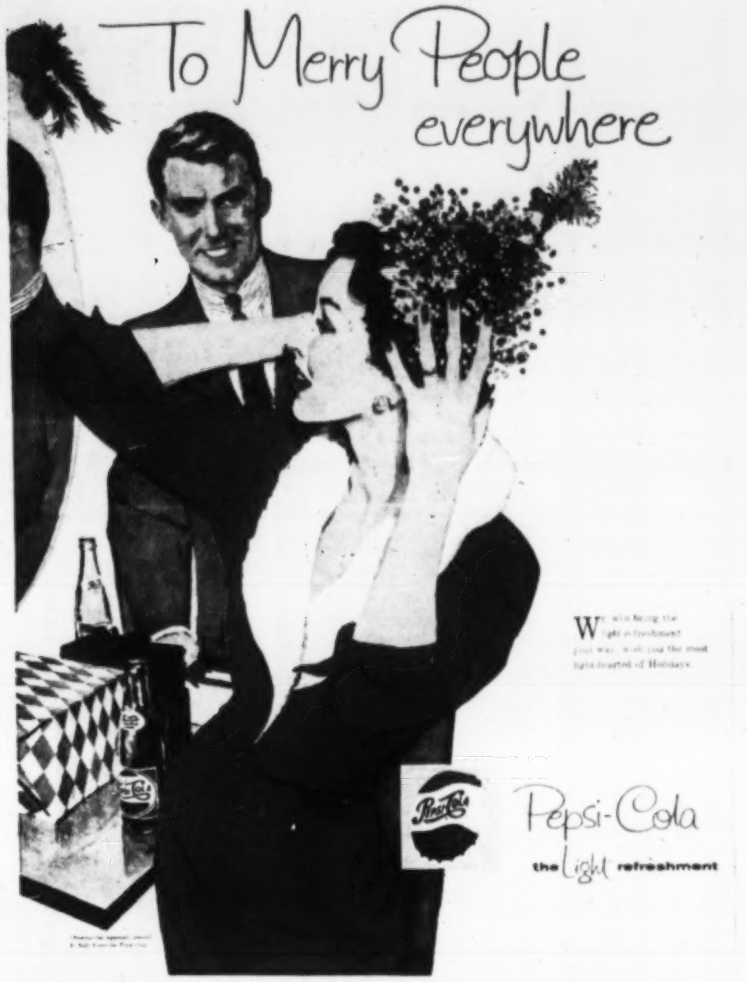
*According to the Continuing Survey of Minnesota Living's Minnesota Homemaker Survey—No. 12—1959.



We who bring the light refreshment your way, wish you the most light-hearted of Holidays.

Pepsi-Cola
the light refreshment

Pillsbury Deluxe
FUDGE
So rich...
so moist...
so quickly gone!
NEW
Pillsbury
Deluxe
CAKE MIXES

New Pillsbury *Deluxe* Cake Mixes

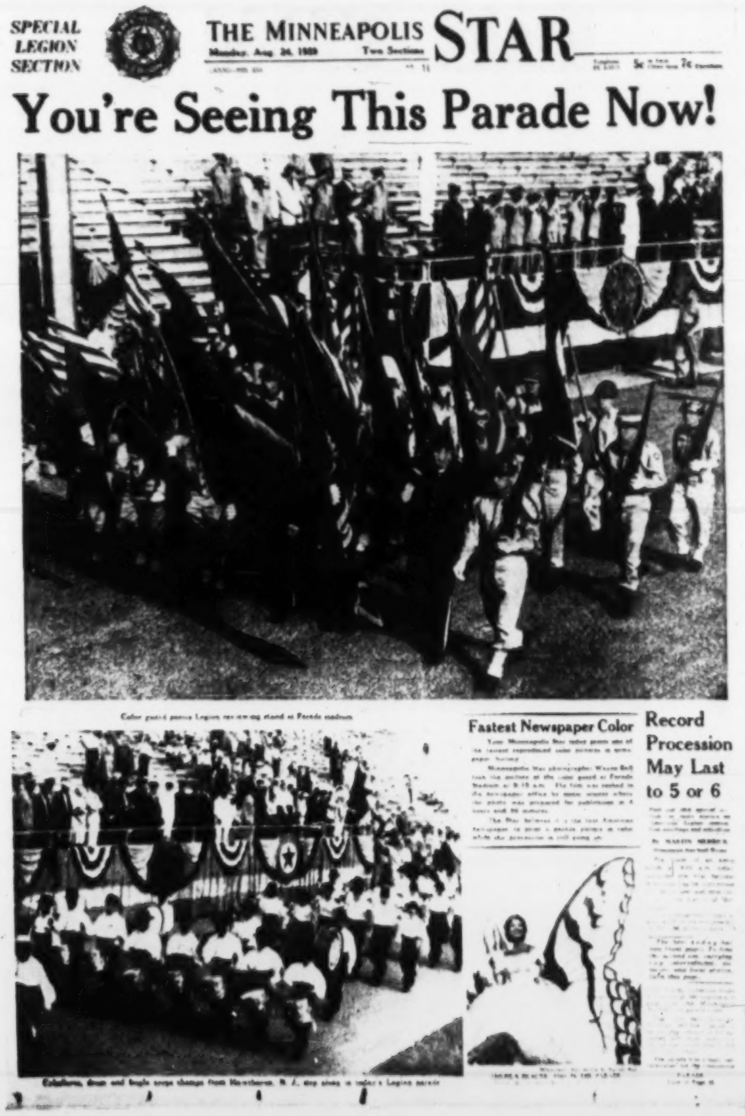
So rich... with a velvety crumb. So moist... with a light and tender texture. So quickly gone... the finest cakes ever baked from a mix. Pillsbury's exclusive new Turbo-Milled cake flour, and the way Pillsbury puts everything together make it easier for the shortening and flavoring to spread richly and evenly all through the cake. So the cake keeps its moist fresh taste longer than any mix cake ever did before.

Baking is believing. Pillsbury Deluxe Cake Mixes. Try your favorite and see.

You'll also enjoy the handy Pillsbury Loaf-size Cake Mixes.

IN YOUR 7 FAVORITE FLAVORS

Nothing says lovin'
like something from the oven
and Pillsbury says it best!



SPECIAL
LEGION
SECTION

THE MINNEAPOLIS STAR
Monday, Aug. 24, 1959 Two Sections

You're Seeing This Parade Now!

Color guard passes Legion reviewing stand at Parade stadium

Columbians, drum and bugle corps champs from Hawthorne, N.J., step along in today's Legion parade

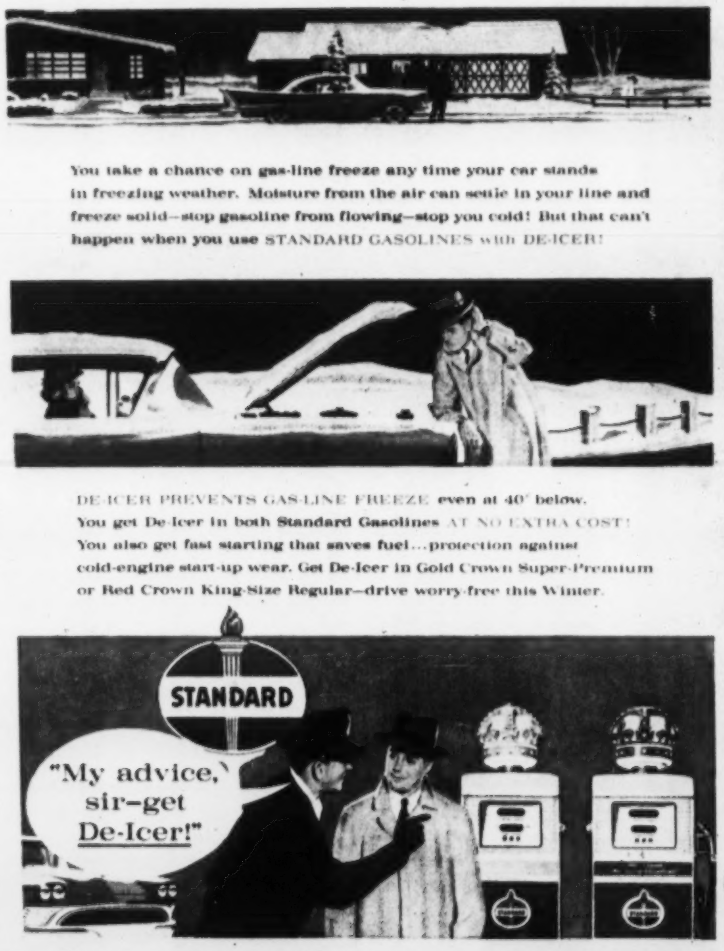
Fastest Newspaper Color

Your Minneapolis Star today prints one of the fastest reproduced color pictures in newspaper history.

Minneapolis Star photographer Wayne Bell took the picture of the color guard at Parade Stadium at 9:15 a.m. The film was rushed to the newspaper office by motor scooter where the photo was prepared for publication in 4 hours and 50 minutes.

The Star believes it is the first American newspaper to print a parade picture in color while the procession is still going on.

Record Procession May Last to 5 or 6



You take a chance on gas-line freeze any time your car stands in freezing weather. Moisture from the air can settle in your line and freeze solid—stop gasoline from flowing—stop you cold! But that can't happen when you use STANDARD GASOLINES with DE-ICER!

DE-ICER PREVENTS GAS-LINE FREEZE even at 40° below. You get De-Icer in both **Standard Gasolines** AT NO EXTRA COST! You also get fast starting that saves fuel...protection against cold-engine start-up wear. Get De-Icer in Gold Crown Super-Premium or Red Crown King-Size Regular—drive worry-free this Winter.

You expect more from Standard...and get it!

COLOR LINAGE UP 14%

in The Kansas City Star for first 7 months of 1959,
despite 10 day newspaper strike
...this on top of 107.3 percent gain
for similar period in 1958

COLOR
IS A MANY-SPLENDORED THING

Use of COLOR in The Kansas City Star gains amazingly as advertisers discover the smash merchandising impact of this brilliant sales tool.

Choice of 7-day, 13-time-a-week R.O.P. spot or dramatic full color in page or fractional units (1,000 line minimum). Modest color surcharge.

THE KANSAS CITY STAR

'Chicago American' Changes Its Name to 'Chicago's American'

CHICAGO, Sept. 23—The *Chicago American* today became *Chicago's American.*

And this is the kick-off day of an extensive ad campaign the newspaper has planned to build a new image of itself in the public eye (AA, Sept. 14).

"The name *Chicago's American* was not adopted merely for the sake of change," says Stuart List, its publisher. "To us men and women who gather and print the news for the readers of Chicagoland, it exemplifies an attitude.

"Our paper concentrates on the interests of Chicagoland and on the interests of its citizens as individuals. That's why we think it has been fittingly renamed," he added.

■ The major purpose of the name change and the accompanying promotion campaign is to dramatize the changes that have been made in the newspaper since it was purchased by the Chicago Tribune Co. Oct. 21, 1956.

On the editorial side, this has included a new financial section with final market quotations from New York and Chicago in the newspaper's final edition of the day. The most important mechanical change was the *American's* adoption of the *Chicago Tribune's* 9 pt. McCormick body type when the *Tribune* took over mechanical production of the *American* July 27.

A new editorial feature starting this week is a Page 1 digest condensing key news stories carried elsewhere in the newspaper. The paper also is now using color for both advertising and news photos.

Hearst Advertising Service continues to represent the *American.* #

Ahrens Combines Two Books, Drops Third from ABC

NEW YORK, Sept. 23—Ahrens Publishing Co. is combining two of its publications effective Jan. 9 and switching a third business paper from paid to controlled circulation next July.

The *World Review of Hotels & Travel* will be merged with *Hotel Management* to form a new tabloid known as *Hotel World Review & Hotel Management.* The third publication, *Restaurant Management,* is resigning from Audit Bureau of Circulations, where it has been a member for 35 years, and is applying for membership in Business Publications Audit effective next July.

■ The two hotel publications have a combined history of 176 years between them. *Hotel Management* has been standard-size. The new tabloid will be issued 48 times yearly with an ABC guarantee of more than 12,000. The one-time advertising page rate will be $700.

Restaurant Management will add controlled circulation starting in January but will not change its rates until July,1960, at which time the one-time page rate will go from $660 to $1,000 and the circulation guarantee will rise from 34,000 to 60,000.

Ahrens Publishing's other books are *Restaurant Equipment Dealer* and *Frozen Food Age.* #

Ad Fried Adds 3 Accounts

Ad Fried & Associates, Oakland, Cal., has added three new accounts. They are Safe Drivers Club of America, Oakland; Frederick C. McLellan Co., Oakland business development company; and Ed Powers Tours, Alameda, Cal.

Mennen Names Allardyce

Arch Allardyce, formerly central regional sales manager in Chicago, has been appointed professional services manager of Mennen Co. and will now be based in the company's Morristown, N.J., headquarters. He replaces G. Van Vliet, who has retired but who continues as a consultant.

Tahoe Air Lines Names Sines

Raymond L. Sines & Associates, San Francisco, has been appointed to direct advertising for Tahoe Air Lines, a new scheduled year-around airline service to northern California's Lake Tahoe resort area.

Westinghouse Names Woodard

Charles Woodard Jr., administrative assistant to the president of Westinghouse Broadcasting Co., New York, has been named a vp of the company with expanded duties.

Barcalo Launches Campaign

Barcalo Mfg. Co., Buffalo, N. Y., manufacturer of BarcaLounger reclining chair, will launch what it calls the largest advertising and promotional campaign in its 63-year history with four-color and b&w ads in *Better Homes & Gardens, Family Weekly, Fortune, Holiday, The New Yorker, Sunday* and *Sunset Magazine.* Ads will appear during the fall-Christmas period. Key appearances on "The Price is Right" (NBC-TV) will supplement the campaign. Batten, Barton, Durstine & Osborn is the agency.

Digital Names Enyart & Rose

Digital Instrument Laboratories, Los Angeles, has appointed Enyart & Rose Advertising, Los Angeles, to handle its advertising. Digital manufactures precision oscillators, high-speed multiplexers and specialized digital electronic devices for military and commercial use.

HE STILL WON'T SELL MORE IN PEORIA

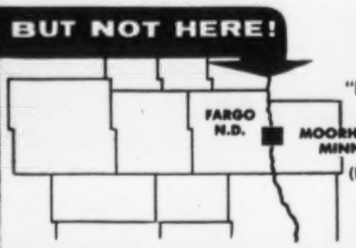
They don't make a wishbone big enough to have quota-busting sales dreams come true — if the product isn't being promoted to the most people with the most dollars. This means knowing markets as they are **today.** In Peoria, for instance, industry after industry is building, hiring and spending. There are more people, more dollars and — inevitably — more sales.

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles cutting's fine . . . . BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!



(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Along the Media Path

A simulcast featuring **WNHC-TV** general manager Howard W. Maschmeier, WNHC general manager Alan Henry, Connecticut Governor A. A. Ribicoff and New Haven Mayor Richard Lee, formally dedicated the newly-constructed WNHC television-radio center in New Haven.

- On behalf of the Fifth Third Union Trust Co., Cincinnati, J. Carlton Hill, president, was presented an award for having completed 21 consecutive years as an advertiser on **WKRC**, Cincinnati. The "Order of the Gray Flannel" certificate states, "Recipient is entitled to be recognized as a cost-per-thousand expert, program rating authority, spot buyer exemplary, and critic extraordiniare."

- **WTAQ**, La Grange, Ill., has added an air mobile unit to its ground mobile fleet of Volkswagen truck and two late-model cars, equipped with short-wave and sound recording equipment.

- Listeners of **WITH**, Baltimore, recently turned detective due to a Lucky Key promotion by the station. The key, an ignition key to a $3,800 1959 Chevrolet Kingswood station wagon, was hidden in a different spot for 10 days. Six clues a day were broadcast at 15-minute intervals.

- An open house and dedication ceremonies marked the opening of the newly constructed plant of the **Boston Herald** and **Traveler**. Following the dedication ceremonies, a film, "Dateline Boston," showing the ceremonies was telecast on WHDH-TV.

- The October issue of **Playboy** carried its first straight editorial which made an urgent appeal for the immediate cessation of nuclear tests, in order to halt the continuous release of deadly strontium 90 into the earth's atmosphere.

- **Hitchcock Publishing Co.** space salesmen and editors of *School Bus Trends* boarded a brand new bus located in front of the company's new offices in Wheaton, Ill., to learn more about the growing market served by the publication. The group listened to chart talks about the growing school bus market and future editorial plans for the magazine while en route to Pontiac, Ill., where they visited one of Illinois' largest school bus dealers.

- **Puck—The Comic Weekly** will launch the fifth of a series of its "One Stop Shopper" promotions featuring nationally distributed health and beauty products in its Oct. 11 issue and in other affiliated Sunday newspapers that day. The promotion will be supported by color floor stands displaying the nine featured products, direct mail and personal contacts.

Department of New Laurels

- **WGN**, Chicago, reports billings for January through August, 1959, show a 26.5% increase over the comparable period in 1958.

The circulation of **Ladies' Home Journal** will reach the 6,000,000 mark effective in the last three months of this year, on the basis of a revised publisher's estimate. The *Journal's* new rate base of 5,700,000 is effective January 1, 1960.

Ameritex to Charney

The Ameritex division of Cohn-Hall-Marx Co., New York, has appointed Charles J. Charney & Co., New York, to handle its men's and boys' fabrics. The account will be primarily sales promotion work. Previous advertising for the men's and boys' fabrics was direct.

U. S. Borax Names Kockler

Nicholas J. Kockler, former assistant industrial relations director of the United States Potash Co. division of U. S. Borax & Chemical Corp., has been named corporate director of public relations of U. S. Borax, with headquarters in Los Angeles.

Blumenstock to Schlaifer

Sid Blumenstock will leave Embassy Pictures Corp., where he is vp in charge of advertising and promotion, early next month to join Charles Schlaifer & Co., New York agency, as vp in charge of the West Coast offices.

COLOR ANY SHADE . . . ANY DAY

THE INDIANAPOLIS NEWS
THE INDIANAPOLIS STAR
TROOPS FIRE FIRST ATLAS
U.S. Airlift Of Arms Bolsters Laos
ICBM Team Practices
Intercontinental Ballistic Missile Now Operational
Halleck Faces Rebellion

IN INDIANAPOLIS,
THEY BUY MORE BECAUSE THEY HAVE MORE . . .
AND YOU CAN ATTRACT THEM QUICKER WITH COLOR!

In Indianapolis, and in the surrounding trading area, more than 1,250,000 buyers respond to sales messages in The Star and The News —Indiana's largest and most influential newspapers. You, too, can rely on these great newspapers to help stimulate your sales. And, you can brighten your sales picture in this rich area by brightening your sales message with color . . . any color, any shade, any day.

COLOR ADDS IMPACT TO SATURATION COVERAGE

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Throughout the country there now are important markets **within markets** demanding special sales approaches and appeals. One of the most dramatic examples is Metropolitan Oakland.

Since our agency first established offices on the West Coast, more than 40 years ago, Alameda County has expanded at a fantastic pace until today it is leading Northern California in both population and retail sales.

There are other examples of explosive growth in the West but few are more impressive. Metropolitan Oakland also leads Northern California in food sales, drugs, automotive, service station products, furniture and household equipment, and lumber and building materials.

L. E. SCOTT, Vice President & General Manager
FOOTE, CONE & BELDING, Los Angeles

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation
in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

The CHARLESTON Market Is *West Virginia's No. 1 Market*

UNION CARBIDE
CHEMICALS

PAYROLL PUNCH IN CHARLESTON—Union Carbide Chemicals Co. (Blaine's Island unit shown) has almost 9,000 employees. Under an employee savings plan there was a biennial pay-off recently. Amounting to $10,313,594 a green tide of extra dollars surged through the area. This is an example of the progressiveness of Charleston's tremendous and fast-growing chemical industry.

The Charleston Gazette Charleston Daily Mail *Sunday* GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC.

Information for Advertisers

The Katz Agency, Chicago, has prepared a booklet on "The Nuts & Bolts of Radio," which covers all areas of station programming including news, editorializing, farm and religious programming, promotion, production, public service, station identification and program department administration, equipment and music. Additional information may be obtained from the Katz Agency, Prudential Plaza, Chicago.

- The sales promotion division of the **National Retail Merchants Assn.,** New York, has prepared a slide-film library which documents in color, successful retail promotions by 40 prominent stores. Further information may be obtained from Stephen K. Small, public relations director, 100 W. 31st St., New York 1.

- **Good Housekeeping** has prepared a 146-page report on "Beauty Secrets 1959," which tabulates the results of a survey made among 2,500 members of *Good Housekeeping's* Consumer Panel on their ideas on skin care, makeup, cologne and perfume, hair care, hand care and miscellaneous grooming products. The report is available for $1 from Lorna Opatow, research director, *Good Housekeeping,* 57th St. at 8th Ave., New York 19.

- **Chain Store Age** has prepared a marketing map which shows city locations of headquarters and branch buying offices of food chains operating two or more stores, the number of stores operated in each state, plus Canada, the regional dollar volume, with the number of stores in each region accounting for the volume, a volume and analysis of the 50 commodity groups most commonly checked by the chain managements and marketing trends. Additional information may be obtained from Gene Marks, advertising manager, *Chain Store Age,* grocery-supermarket editions, 2 Park Ave., New York 16.

- **Instruments Publishing Co.** has prepared a miniature "marked" copy of the January-February 1959 issue of *Military Systems Designs* which shows inquiry sales-lead results overprinted on each ad and editorial items. Copies may be obtained from Instruments Publishing Co., 845 Ridge Ave., Pittsburgh 12.

- **Reader's Digest,** International Editions, has prepared a 20-page booklet on the cooperative merchandising credit plan offered by *Selecciones del Reader's Digest* in Latin America. Further information may be obtained from C. R. Devine, *Reader's Digest,* 230 Park Ave., New York 17.

- **Instruments Publishing Co.** has published a miniature "marked" copy of its complete January-February 1959 issue of *Instrument & Apparatus News,* which shows inquiry sales-lead results overprinted on each ad and editorial items and serves as a capsule market study for companies in the industrial instruments-controls-systems. Copies are available from Instruments Publishing Co., 845 Ridge Ave., Pittsburgh 12.

Katz Adds 4 in Tv Sales; Three Join Radio Staff

Katz Agency, New York, media representative, has added four men to its tv sales staff. Robert A. Lefko, formerly with Rollins Broadcasting, has joined the New York office; Justin Cassidy, previously with WBBM-TV, Chicago, and Charles D. Linton, formerly with Weed Television Corp., have joined the Chicago staff; and K. Layton Miller, previously with Jack T. Holmes & Associates, has been added in Dallas.

Three men also have been added to the Katz radio staffs. They are, in New York, Lewis Greist, previously with WNEW-TV, New York; in Los Angeles, Fred Delahay, formerly with McCann-Erickson, and, in Chicago, William Fallon, previously with Weed Radio Corp.

KCOP Names Dan Miller

Dan Miller, for the past five years an account executive with KCOP, Los Angeles, has been promoted to local sales manager, succeeding John S. Hansen, who was recently named general manager of the NAFI Corp.'s station, KPTV, Portland, Ore.

In Columbus, it's the **Dispatch**

In the Dispatch, it's **COLOR**

The DISPATCH is a national prize winner in ROP color! Routinely, in the Dispatch, ROP color has the appeal and impact of color in slick-paper publications. That's because the Dispatch has the finest equipment available. And Dispatch pressmen know how to print color "right on the nose." 150 leading advertisers who ran nearly 500 pages of color in the DISPATCH last year know this. Join them—and give your advertising more power, glamor, and concentrated coverage than you can get in any other medium!

Ohio's Greatest Home Newspaper

Circulation
SUNDAY
249,403
DAILY
185,437

Columbus Dispatch

Highly attractive optional combination rate with Morning OHIO STATE JOURNAL available

Representatives
O'Mara & Ormsbee, Inc. (New York, Chicago, Detroit, San Francisco, Los Angeles)
McAskill, Herman & Daley, Inc. (Miami Beach)

Admen Could Learn by Studying Khrushchev Bag of Tricks, Samstag Tells DMAA Confab

MONTREAL, Sept. 22—Admen can learn a lot just by studying the persuader called Nikita Khrushchev, according to Nicholas Samstag, director of promotion, Time Inc., keynote speaker at the 42nd annual convention of the Direct Mail Advertising Assn.

Mr. Samstag cited the Russian dictator's "personal touch" to get attention, arouse interest, tempt and provoke to action as qualities which should be paralleled in direct mail.

"As we observe Mr. K's scintillating performance in the U. S.," Mr. Samstag told DMAA conventioneers, "let us remember all the flat, characterless direct mail we've produced. Let us recall all the booklets, folders, letters out of which we have bleached personality and the personal touch in the dubious interests of playing safe and not offending anyone.

- "As Mr. Khrushchev puts on what will undoubtedly be a daring, colorful, arresting series of appearances, despite all that he has at stake, let us remember how stale our performances have been—with so much less at stake."

Among the other lessons which admen can learn from observing the Russian visitor, according to *Time's* promotion chief, are restraint, persistency, use of the off-stage magnesium flare, and recognizing the strengths and weaknesses of the competition.

In spite of Mr. Khrushchev's reputation as a hot-head and heavy drinker, a man given to seemingly dangerous statements, Mr. Samstag observed, "We are forced to the conclusion that he knows what he is doing most of the time" and seeming slips are likely to be no accident.

The lesson in this for admen, Mr. Samstag noted, is to "stop shouting about nothing. Save your Sunday punch for Sundays or when the time really comes to shout."

- He also challenged admen to observe Mr. Khrushchev's stick-to-itiveness. "Contrast this quality with the dilatory, on-again-off-again tactics of most direct mail users," he said.

"If it takes 12 mailings a year to do a job, sending out seven does not accomplish seven-twelfths of the job. Sending out seven pieces may accomplish absolutely nothing." This, he noted, "is one of the greatest and most regrettable areas of waste in our business."

Last minute decisions to cut advertising expenditures to make a better showing on profit and loss statements are the most harmful decisions which are frequently made by management, he told the DMAA members. "In saving the money they didn't spend, they wasted all the money they did spend," he said.

The use of the "off-stage magnesium flare—the creation of a histrionic and often deadly serious distracting action to keep the opposition off balance," Mr. Samstag said, is another of the highly successful techniques of Mr. Khrushchev which should be carefully studied by admen.

- "In the same way," he said, "the ideal program of direct mail should stick to a single purpose—while, at the same time, it draws attention to itself (and confounds its competitors) with continuous change of pace and variations of technique."

He described this as the "plug and flash theory" of direct mail. "It holds," he said, "that the ideal program must not only plug away at the job of registering some basic idea, but it must stage individual, attention-arresting acts against the background of that program, to direct the market's attention to what you are doing and saying."

Accurately estimating the enemy's strength is another of the Russian visitor's skills which should be observed by admen, he said.

"Perhaps the one greatest weakness of the direct mail I see is a continuing refusal to believe that people are many times more sophisticated today than 20 years ago, that they have much more highly developed tastes, that they resent being talked down to or shouted at or asked to believe obviously phony claims." #

Gulton Names Doner & Peck for Life Lite Flashlight

Gulton Industries, Metuchen, N. J., has appointed Doner & Peck, New York, to handle advertising for its Life Lite flashlight, which is powered by an alkaline battery which, the company says, never needs to be replaced—it can be recharged by plugging it into an ordinary light socket. An eight-week spot television campaign is scheduled to begin Nov. 16 in 20 cities. William Nicosia Advertising, New York, continues to handle Gulton's corporate advertising.

Ads Appear on Transfer Backs

The Philadelphia Transportation Co. has begun accepting 1" ads for the backs of its transfers. The company says it began the transfer ad program to earn extra income. It will accept any general advertiser, but only for periods over 60 days. A PTC spokesman said the company gives out some 900,000 transfers each normal weekday.

Stroh to Sponsor Tiger Games

Stroh Brewery Co., Detroit, has picked up the broadcasting arrangement the Detroit Tigers formerly had with the Goebel Brewing Co., which Sept. 12 announced it was discontinuing a 17-year radio and television association with the Detroit club. Goebel will continue to air the Detroit Lions through the present schedule and will also back the telecasts of other National League football games when the Lions are not playing in the Michigan-Ohio area.

36% of SOUTH DAKOTA'S SPENDABLE INCOME

Watertown
Huron
Mitchell

Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

COMING SOON!
Greater Flexibility with
ROP Color in Detroit!

Advertisers will find even greater flexibility in scheduling Detroit Free Press color ads in the months to come.

Hundreds of thousands of dollars invested in the latest press equipment will insure better service, better scheduling.

The Free Press pioneered in Detroit newspaper full color advertising in 1954—and advertisers' use of full color has skyrocketed ever since.

Ask your Free Press representative for complete details on how Free Press full color helps make your Detroit advertising more efficient and more effective!

How does the addition of COLOR affect readership?

Detailed results of a Free Press split-run readership test—black-and-white vs. color—prove the added effectiveness of color advertising in the daily newspaper.

For the results of this test—and other data on the use of Free Press full color—simply address: Room 100, Promotion-Research Department, Detroit Free Press, Detroit 31, Michigan.

The Detroit Free Press
FIRST with FULL COLOR in DETROIT

national representative: Story, Brooks & Finley • retail representative: George Molloy, New York

Ampex Schedules 10-City Stereo Radio Push to Promote Its Stereo Tape to Consumers

SUNNYVALE, CAL., Sept. 22—Regularly scheduled stereo radio programs on a national basis will be used for the first time by Ampex Audio Inc., utilizing fm-am stereo radio to cover the ten top national markets.

Scheduling of stereo radio as a national advertising medium for Ampex also marks the first time that any stereo audio medium has been used on a national basis to promote a stereo audio product.

The company, the consumer products division of Ampex Corp., whose advertising is handled by Lawrence & Ramberg, Palo Alto, manufactures stereo tape recorders and console stereo home music systems.

The new stereo radio will highlight Ampex Audio's 1959-'60 advertising program, which also includes a print media schedule of 12 national consumer publications.

■ "The medium of stereo radio," Ampex spokesmen contend, "is beyond the pioneering stage and is now a reality, offering a large and loyal audience. As such it can be an effective advertising medium."

"Ampex Stereo Tape Time," the title of the new fm-am stereo radio program, has been scheduled with 10 stations: WQXR, New York; WMAQ, Chicago; KNX, Los Angeles; WCAU, Philadelphia; WJR, Detroit; WCRB, Boston; WGKA, Atlanta; KADY, St. Louis; KRLD, Dallas; and KGO, San Francisco.

The program will consist of two half-hour programs each week. Programming will be music from four-track 7½ ips stereo tapes only, programmed locally to match local music and listening preference.

Narration will utilize local announcers, with Ampex prepared commercial continuity. The major copy theme will be: "Stereo sounds best on tape—tape sounds best on Ampex." All of the tapes will be played at each station on Ampex 960 stereo recorders.

Heading the Ampex print media schedule is *Time*, with a consistent series of 1/6-page insertions.

■ Ads, many two-page three-color pre-printed inserts, also will appear in such consumer publications as *High Fidelity, Audio, Tape Recording, Listen, Better Listening* and newsstand-circulated hi-fi guides and handbooks.

Trade publications to be used will include *Hi Fi Trade News* and *Record & Sound Retailing*. #

Albert Dear, 60, President of Chain of Newspapers, Dies

JERSEY CITY, N. J., Sept. 22—J. Albert Dear, 60, president of Dear Publications Radio Inc., died Sept. 19 of a heart ailment at his home here. He was a former editor and publisher of the *Jersey Journal*, which had been owned by the Dear family from 1867 to 1951, when it was acquired by Samuel I. Newhouse (AA, Oct. 22, '51).

Mr. Dear began his newspaper career as a reporter in Omaha, Neb., after attending Princeton University and the University of Chicago and serving in the Army in World War II. He succeeded his father, the late Joseph A. Dear, as editor and publisher of the *Jersey Journal*.

Dear Publications manages the *Daily Journal*, Wheaton, Ill.; the *Daily Dispatch*, New Kensington, Pa.; the *Sedalia Democrat*, Sedalia, Mo.; the *Gleanor & Journal*, Henderson, Ky.; the *Daily Advance*, Elizabeth City, N. C., and the *Telegram-News*, Lynn, Mass.

Mr. Dear believed in permitting the editor to set the editorial policy of each of his newspapers.

■ His four sons are also newspaper men. Joseph A. Dear is Washington columnist and head of the Dear News Bureau, in Washington; David A. Dear is with the *Daily Advance;* Walter M. Dear is with the *Daily Dispatch*, and Ralph C. Dear is with the *Daily Journal*.

Mr. Dear was a member of the National Press Club and the American Newspaper Publishers Assn. He was also an organizer and former president of the Jersey City Philharmonic Orchestra and a member of the library board of Jersey City.

EDWARD S. KAYLIN

NEW YORK, Sept. 22—Edward S. Kaylin, 45, associate director of advertising and promotion of the Columbia Broadcasting System, died Sept. 19 of a heart attack at his home here. He had been with the network for more than ten years.

After graduating from New York University, where he was elected to Phi Beta Kappa, he took a law degree in 1936 at Harvard University law school. He then joined the legal department of the National Retail Dry Goods Assn. and organized the association's bureau of smaller stores, serving as its director until 1940. He then became executive secretary of the Assn. of Buying Officers.

After serving in the Army during World War II, he was on the copy staff of William H. Weintraub & Co., before joining CBS in 1949.

Mr. Kaylin wrote short stories as an avocation, and several were published in *Cosmopolitan, Ladies' Home Journal* and other magazines.

It costs less to fish in the best ponds

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

If you sell LESS of your product in the Cleveland market than in any one of 35 states

WRITE—WIRE—PHONE

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

In Portland, The Oregonian is *right* with the retailer. He watches the women go buy every day, and he knows which advertising medium brings the buyer. That's why Portland retailers advertise *most* in The Oregonian. They know it's the one medium that's big as all Oregon... the active newspaper with the reactive audience!

How big is the Oregon Retail Market? Almost $2½ billion annually. That's bigger than Milwaukie and Dallas combined!

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!

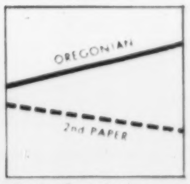
watch the women go BUY

WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WATCH THE WOMEN

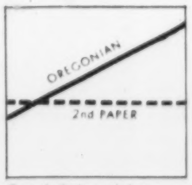
Largest Circulation Newspaper In The Northwest

242,035 Daily • 306,014 Sunday

The Portland 10-year change at a glance



Daily Circulation



Total Advertising

Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, Inc.

Imperial Oil Offers Mortgages to Fight Natural Gas Inroads

VANCOUVER, B. C., Sept. 22—Imperial Oil of Canada, needled by the competition of natural gas for house heating, is offering second-mortgage money to new house owners in British Columbia who agree to use Imperial furnace oil.

The offer is at interest rates below those prevailing in the current tight money market, but Imperial limits to $1,200 the amount that it will lend to any one house owner.

This is the proposal: Imperial will make a second mortgage for seven years for a purchaser of a new house which has any make of automatic oil furnace, has storage of 250 gals. or more, and whose owner agrees to buy Imperial furnace oil during the life of the second mortgage. The interest charged will be the same for Imperial's second mortgage as the house owner pays on his first mortgage but will not be less than 6%. Interest rates on conventional first mortgages in this area now run between 6¾% and 7½%.

■ By way of background, J. R. White, president of Imperial Oil, was quoted in the *Vancouver Province* last week: "Natural gas is providing strong competition for our product, and our aim is to see that all installations are not taken over by natural gas. . . We just want to preserve our share of the market."

The proposal is not unique, he said, adding, "We've been doing the same thing in Quebec for some time." #

L. A. Agency Changes Name

Robinson, Jensen, Fenwick & Haynes, Los Angeles, has changed its name to Robinson, Fenwick & Haynes. The change of name reflects the resignation of Melvin Jensen a year ago, to form his own agency specializing in financial accounts.

Lancton Given Top Media Post at Product Services

Wallace H. Lancton, formerly media supervisor at Product Services, New York, has been appointed a vp and member of the board of directors of the agency. Mr. Lancton will be in charge of all media operations and also will handle certain internal agency administrative matters. Doris Gould, who had been head time buyer at the agency, has been named media director, assuming many of the duties formerly held by Mr. Lancton.

Shulton Buys Tecnique

Shulton Inc., Clifton, N. J., has entered the hair coloring field with the cash purchase of Tecnique Inc., Minneapolis, manufacturer and distributor of hair coloring products. Sig Pass will continue as president of Tecnique Inc., now a subsidiary of Shulton. There are no advertising changes contemplated at present, Shulton reported. Campbell-Mithun, Minneapolis, handles Tecnique.

Drive to Push New Haig & Haig 5 Star Package

Vat 69 Also Remodels Bottles to Provide 'Light' Appearance

NEW YORK, Sept. 22—Two major brands of scotch—Haig & Haig Five Star and Vat 69—are being marketed in new bottles.

In both cases, the change is to tall, slim bottles. The contents have not been tampered with, but a major aim of the two redesigns is to give the impression of a lighter scotch.

Renfield Importers, distributor of Haig & Haig, will announce its new package in a major advertising campaign breaking the week of Sept. 28.

Renfield will use newspapers in the large scotch markets and color pages in *Ebony, Esquire, Fortune, Holiday, Life, The New Yorker, Outdoor Life, Sports Afield, Sports Illustrated, Time, Town & Country, True* and *U. S. News & World Report.*

In addition, outdoor will be used, and dealers are being offered a revolving counter display featuring Haig & Haig Five Star and Haig & Haig pinch. Pre-campaign advertising already has begun in liquor publications.

■ The new Five Star bottle is taller and thinner. It is made of a clear flint glass that gives the scotch its lighter look. Another major innovation is the elimination of the large paste-on label that covers up a good part of the old bottle. In the new bottle, the brand name is enameled on the glass. There is only a small label pasted on the shoulder of the bottle.

In addition, the new Haig & Haig bottle has vertical grooves running along the two sides to allow a firmer grip. It also features a screw-on top that doubles as a jigger and enables the bottle to be opened *sans* knife or cutting instrument.

As a result, Haig & Haig Five Star now bears a closer resemblance to the famous Haig & Haig pinch bottle—and this resemblance will be the theme of the ad campaign.

Ads will feature both the Five Star and pinch bottles with the headlines: "Quality runs in the family" and "A new look in a distinguished Scots family."

Reach, McClinton & Co. is the agency.

■ National Distillers has tested its new Vat 69 bottle in the Northwest and Texas and is now bringing it into national distribution.

The tall, slim shape—called an "attenuated version"—does away with the well-known squat Vat 69 bottle that has been featured in ads. Aside from giving the appearance of a lighter drink, the new shape has the advantages of taking up less shelf space and of fitting into bar wells.

National probably will be showing the new bottle in its future ads, but no special introductory campaign is planned.

Fletcher Richards, Calkins & Holden is the agency for the brand. #

Beaumont, Heller Adds One

Textile Machine Works, Reading, Pa., has appointed Beaumont, Heller & Sperling, Reading, to handle Prizer-Ware consumer and trade advertising, direct mail, tv, marketing, publicity and public relations.

Steers Heads ABC Unit

Audit Bureau of Circulations, Chicago, has appointed a new ABC marketing services committee, composed of ABC directors representing all media and buyer member divisions, as well as each of the standing committees of the ABC board. Chairman of the new committee is William E. Steers, president, Doherty, Clifford, Steers & Shenfield. Committee members include W. E. Boberg, *The Farmer*; Robert W. Boggs, Union Carbide Corp.; Sidney W. Dean Jr., McCann-Erickson; Thomas B. Haire, Haire Publishing Co.; John R. Miller, Hearst Magazines; John H. Platt, Kraft Foods Co.; John C. Preston, *Expositor*, Brantford, Ont., and Richard C. Steele, *Telegram-Gazette*, Worcester, Mass.

LaRoche Names 2 VPs

Philip A. Cleland and Jerome V. Roscoe, both account supervisors with C. J. LaRoche & Co., New York, have been elected vps of the agency.

It's true that people make markets, BUT they do not become customers until they are **REACHED and SOLD**

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

TOP TEN BRANDS

Here are the facts about the Akron Beacon Journal Area of Influence.

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY 165,373
SUNDAY 175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

**Source 1959 Sales Management Survey of Buying Power.*

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher
Represented by Story, Brooks & Finley

Ideal Toy Believes 'Open Circuit' Telecast Quadrupled Sales Meeting's Effect on Sales

NEW YORK, Sept. 22—Ideal Toy Corp. has increased its estimate of the extra Christmas business it hoped to generate through an "open circuit" television sales meeting, and now anticipates "upwards of $1,000,000" in extra sales.

The telecast took place Sept. 13 on WOR-TV from 9 to 10 p.m. and, according to the company, was the "first time in television history that regular air time has been used by a company to reach its retail and wholesale distributors."

The program got "eight times its normal rating," according to Mel Helitzer, advertising and public relations director, and is believed to have had an audience of about 350,000, including consumers and competitors, as well as Ideal dealers.

▪ "We spent under $10,000," Mr. Helitzer reported, likening this expenditure to what it would cost to hold a sales meeting for several thousand dealers at a hotel. "Dozens and dozens" of orders came in the day after the telecast, he added, and as a result Ideal has revised its original estimate of $250,000 in extra business to the new figure.

The company's 1959 national budget is reported in excess of $500,000, all in television, with about 20% of it in the local area. Here, the company is participating in 26 shows on five channels. Nationally, it has bought tv in about 120 cities. Retailers in various areas have indicated they will back up the tv drive with newspaper advertising.

Grey Advertising Agency is Ideal's agency.

▪ Elsewhere in the toy business, Louis Marx & Co. was getting ready for its first intensive national advertising campaign, starting Sept. 28 in New York and running through Dec. 12. Trade promotion already has begun. Marx will spend an estimated $1,000,000 during this period on six network television shows covering some 280 markets, plus a heavy one-minute spot tv schedule.

The network shows are "Howdy Doody" (NBC); "Captain Kangaroo" and "Heckle & Jeckle" (CBS) and "Rin Tin Tin," "Rocky & His Friends" and "Paul Winchell" (ABC). Seven specific Marx toys will be plugged in all consumer advertising, ranging from a $3.98 Marx-Man ricochet carbine to a $24.98 MarxMobile battery powered auto.

Ted Bates & Co. is the Marx agency.

▪ Emphasizing the tv trend among toy advertisers, *Toys & Novelties* reports that in 1958 $3,826,568 was spent to promote toys on television and "by the close of 1959, toy industry expenditures for tv advertising are expected to reach a new high."

Howard P. Abrahams, vp, Television Bureau of Advertising, writing in the Haire publication, suggested that the daytime hours are the best bargain for toy merchants, because they are less expensive and reach a large women's and children's audience. #

Sinclair, P&G Sponsor Specials on NBC-TV

Sinclair Refining Co., New York, has signed to sponsor an hour special, "Shubert Alley" on NBC-TV, Friday, Nov. 13, at 10 p.m., EST. The program, starring Andy Williams, Doretta Morrow and Alfred Drake, will include highlights from some of Broadway's outstanding musical comedies. The Sinclair order was placed through Geyer, Morey, Madden & Ballard.

Procter & Gamble will sponsor both parts of NBC-TV's "What Makes Sammy Run?," to be presented in two one-hour telecasts, the first scheduled for Sept. 27 at 8 p.m., EDT. The dramas, based on a novel by Budd Schulberg, will be adapted for tv by the author and his brother Stuart. The P&G order was placed through Benton & Bowles.

SCI Appoints Three

Sales Communication Inc., New York, affiliate of McCann-Erickson, has appointed John McMath, formerly national promotion manager of Pepperidge Farm, a marketing executive on Coca-Cola. Howard L. Ballard and Charles B. Pearson have been named marketing executives of the Chicago division of Sales Communication. Mr. Ballard formerly was with Norga, Webcor Inc. and Douglas Furniture Corp. Mr. Pearson formerly was with *Cosmopolitan* and *Life*.

Y&R Names Standart, Darrow

Young & Rubicam has named Joseph G. Standart Jr. and Jerome G. Darrow, both of the Detroit office, vps. Mr. Standart is supervisor of the Chrysler and Imperial accounts and Mr. Darrow is executive copy director of the office.

2

→ TWO
Editor & Publisher
ROP COLOR
AWARDS

presented to:

The San Diego Union

❶ **FULL COLOR** for outstanding printed reproduction of a food subject in three colors and black by a newspaper with circulation under 100,000

❷ **ONE COLOR** for outstanding reproduction of a food subject in one color and black by a newspaper with circulation under 100,000

AWARD WINNING COLOR SELLS MERCHANDISE

The San Diego Union | *EVENING TRIBUNE*

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering San Diego, California—Springfield, Illinois—Northern Illinois—and Greater Los Angeles. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Tip of Texas
Test Market

Circulation
93,602 ABC
Represented nationally by
TEXAS HARTE-HANKS
NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

CORPUS CHRISTI

No waste motion
When you test in the Tip of Texas

Over 95% of the Caller-Times circulation is concentrated in the 23-county area between the Gulf and the Rio Grande. When you test here, your advertising goes INSIDE the market—where it counts. Full R.O.P. color. Write for complete market data.

The Corpus Christi Caller-Times

Adman's Life Is Rewarding, Demanding, Uncertain, Says West in N. Y. Life Copy

NEW YORK, Sept. 22—New York Life Insurance Co. has finally gotten around to the advertising business.

The company's well known public service ads on career opportunities began running in 1953. The first one was: "Should You Be a Doctor?"

This week the company is running No. 38 in the series: "Should Your Child Go into Advertising?"

Authored by Paul B. West, president of the Assn. of National Advertisers, the editorial-style ad advises that advertising is "a serious, sober business" and "seldom as 'glamorous' as it has often been portrayed in novels, movies and tv shows."

Mr. West says salaries are good—"A gifted young man ten years out of college can often make $20,000 a year"—and advancement can be rapid—"In no other business is talent recognized so quickly."

■ An adman also may go quite far, Mr. West says: "A man I know recently rose through advertising to become president of one of the nation's leading corporations and then Secretary of Defense," he points out, without identifying Neil McElroy, the present defense secretary and ex-Procter & Gamble president.

Job prospects are good, according to Mr. West; 150,000 persons are now working in the field, he reports. "In another ten years the number should be 250,000. This means that advertising will continue indefinitely to need many new people. It is estimated that a minimum of 15,000 jobs must be filled each year."

Mr. West warns that "the hours are long, the demands many, and the pressures great."

Also: "It is no occupation for the man solely concerned with finding security. Men quite often move from one job to another."

■ A college education will help, Mr. West says, and aspirants "would be wise to take liberal arts courses, with emphasis on English literature, history and sociology. Plus some classes in advertising, marketing and economics."

The New York Life ad, which ran in the Sept. 21 ADVERTISING AGE, Sept. 18 *Printers' Ink* and Sept. 26 *Saturday Evening Post*, is scheduled for the October *Madison Avenue*, Oct. 19 *Life*, Oct. 21 *Scholastic Magazine* and Oct. 27 *Look*.

Compton Advertising is the agency. #

Holtcamp Named PR Head

Robert J. Holtcamp, formerly with the educational training department of public relations for Wyandotte Chemicals Corp., Wyandotte, Mich., has been appointed manager of public relations and communications. Mr. Holtcamp succeeds John Worrell, who was transferred to Wyandotte's research division.

G.E. Boosts O'Neill

James P. O'Neill has been named director of sales training for General Electric's sales and distribution department, major appliance division, New England district. He was formerly a major appliance and tv sales counsel for the district's Boston and North Shore areas.

'Holiday' Names Narvell

C. J. Narvell has been appointed manager of the *Holiday* advertising office in Atlanta, succeeding Scott Kenyon, who was recently named manager of the Atlanta office of *The Saturday Evening Post*. Mr. Narvell has been a sales representative in *Holiday's* New York office.

Raytheon Names Arkin

Shepard M. Arkin has been named to the newly created post of marketing manager of the missile systems division of Raytheon Co., Waltham, Mass. Mr. Arkin, most recently manager of the division's Sparrow III program, joined the company in 1956.

Selwyn Moves Offices

Lawrence Selwyn Associates, Hartford, Conn., has moved from 119 Ann St. to larger quarters at 221 Sisson Ave.

Pike & Becker Moves Offices

Pike & Becker, New York, has moved from 519 Madison Ave. to new and larger quarters at 147 E. 50th St.

The Philadelphia Bulletin
The Philadelphia Bulletin
The Philadelphia Bulletin
Philadelphia Bulletin
The Philadelphia Bulletin
Richard Decker

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

One **LOOK** at this shows why you put more **LIFE** in a Nebraska campaign when you **POST** a schedule in The Omaha World-Herald.

In Nebraska, 205,812 **unduplicated** families read The World-Herald daily. This coverage is unmatched by any other single medium. Even the **combined** Nebraska circulation* of three magazine giants—Look, Life and the Post—falls short of our unduplicated coverage by 51,944.

Many great newspapers give you comparable coverage. Next time, take a look at what newspapers can do for you!

*As published in an advertisement comparing combined circulation of Life, Look and Post with circulation of largest daily newspaper in each state.

Omaha World-Herald

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

The Basic Advertising Medium
in Nebraska and Western Iowa
Circulation according to ABC Audit:
247,655 Daily—260,511 Sunday.

ROCHESTER, MINNESOTA

On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.*

	Per Household
CONSUMER SPENDABLE INCOME	$6160
RETAIL SALES	6610

ROCHESTER
(Olmsted County)
THE NEWEST
AND BUSIEST METROPOLITAN
MARKET*

*Sales Management, May 10, 1959

Where people have more money to buy products advertised in the POST BULLETIN

A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 24,500 daily

COLOR AVAILABLE!

L. A.'s Stamp Dike Bursting; Blue Chip Slates January Push

LOS ANGELES, Sept. 22—Food and drug chains here with total annual sales in excess of $2 billion annually that have, until now, held out against trading stamps, will enter the field with their own stamps the first of the year.

The stamp operation will be through the Blue Chip Stamp Co., organized here in 1956 by a major grocery chain with the expressed objective of being ready with a full-scale program whenever trading stamps became a major factor in the food industry.

The plan was then extended to the Bay Area in Northern California. Competitive conditions caused the launching of the plan in northern California almost three years ago and it has been in operation there ever since. The existence of the organization is credited with having served to prevent widespread use of stamps in Southern California until now.

Retails sales volume of participating stores in the Bay Area is in excess of $687,000,000.

■ The decision to use Blue Chip stamps here followed inroads of Sperry & Hutchinson's Green Stamps with three chains here, the increasing use of stamps in the nearby Riverside area and the section of Alpha Beta food markets which began to use Frontier savings stamps last week.

The principal members of the Blue Chip company are: Alexander Market, Lucky Stores, Vons Market, Shopping Bag Markets, Shoppers Market, Thrifty Mart Stores, Ralph's Grocery Market Basket, Safeway Stores and Thrifty Drug Stores. There will be no restriction of exclusivity in the use of the stamps. Any retailer may participate. It is anticipated that one or more gasoline companies will join up.

According to A. J. Watson Jr., president of Blue Chip and vp-secretary of Market Basket, the plan will be announced Sunday, Jan. 3, and the distribution of stamps begun Monday, Jan. 4. Negotiations are now under way for the lease of 30 to 35 redemption stores and 150,000 to 200,000 square foot warehouse. The Southern California operations will cover six counties: Los Angeles, Orange, San Bernardino, Riverside, Kearn and Ventura.

■ Donald A. Koeppel, vp and general manager who has headed the plan in the Bay Area, is now here setting up the necessary organization.

He told ADVERTISING AGE that Blue Chip will spend at least $500,000, for advertising in the first six months of 1960. A major part of this will be spent in the first thirty days for a saturation campaign in all media. Thereafter the ad budget will be based on 10¢ per pad of five thousand stamps issued.

Member stores are also expected to advertise their participation. However, to avoid any chance of dominating the plan in the mind of the public, no store ad for the plan may exceed 20% of a page. This is the maximum allowable space regardless of how large the ad may be. Also, issuing of double stamps is prohibited.

Although a number of Los Angeles agencies have been seeking the account, Gerth, Brown, Clark & Elkus, which has been the Blue Chip agency since it started in the Bay Area three years ago, will also handle advertising here. #

Kroger, Westinghouse Open Annual Junior Cook Contest

Kroger Co., Cincinnati, and Westinghouse Electric Corp., Pittsburgh, will sponsor the second annual "Junior Cook of the Year Contest," running Sept. 21 through Nov. 21. Other companies cooperating with Kroger are Elgin Watch Co., Oneida Silversmiths, Mercury Record Corp., and Air France. Prizes will include a grand prize of $5,000 and an Air France trip to Europe for three, $2,000 for first prize, $1,000 for second prize and $100 for each finalist.

The contest is open to boys and girls between the ages of 12 and 20. The contest will be supported by newspaper, radio and tv advertising. Campbell-Mithun is the agency.

Two Join 'SEP'

Charles M. Leiber, formerly with Foster & Kleiser Co., has joined the Chicago sales staff of *The Saturday Evening Post.* Charles E. Kevis, previously with *The American Weekly*, has joined the *Post's* New York sales staff.

WORCESTER'S
Billion
Dollar
Market
(E. B. I.)
is

SOLD

with
FULL
COLOR

4 COLOR PROCESS NOW AVAILABLE
DAILY AND SUNDAY

Tell and Sell
with full color at its best—on the pages of the Telegram-Gazette reaching

86.4%* of Massachusetts' 2nd Market

DAILY 158,215
SUNDAY 102,957

Member of ABC Audit Dec. 31, [illegible]

MASS.
WORCESTER

You Can't Cover Massachusetts without The Worcester Telegram-Gazette

The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

"We don't like to brag, but...

"if you're going to use ROP COLOR in Baltimore, you really should use us!"

Why? Well, we're the *only* Baltimore newspaper with ROP *full-color* facilities, for one thing. And *such* color you've never seen before! Rich, vibrant, lively color that gives your advertisements new dimension . . . dynamic, attention-grasping impact!

And, of course, we're the only Baltimore newspaper with over 30 years of ROP color experience tucked under our belts, too!

Any wonder, then, that retail and national advertisers, alike, have consistently made The Baltimore News-Post their overwhelming choice for ROP color advertising! If you're going to use color, do as so many others are doing . . . use it wisely, use it profitably . . . in the pages of

Baltimore News-Post
SUNDAY AMERICAN

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. ● OFFICES IN 15 PRINCIPAL CITIES

BUY A KING-SIZE MARKET

EL PASO — CAPITAL CITY OF The Fabulous Southwest

345 MANUFACTURING FIRMS in many different fields have plants located in El Paso.

Further proof that El Paso is still on the GROW

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

THE DYNAMIC NEW DIMENSION IN SOUND

Mercury

The roar of Napoleonic siege cannon

The knell of the heaviest tuned bell in the world

A New World Of Inspired Entertainment on Mercury

BIG BANG—*This is the Mercury Records page-plus-facing-column which appears in a schedule of October magazine issues.*

Mercury Records to Use Magazines for Quality Image Push

CHICAGO, Sept. 23—Mercury Records will go into magazines next month to begin a three-month quality image-building program.

Color pages plus adjacent columns will appear in October issues of *Esquire, Playboy, The New Yorker* and *Time*. Slated for later appearance in the campaign are *Gentlemen's Quarterly, High Fidelity Saturday Review* and *Schwann's*, plus the *New York Times*.

The new image push is a follow-up of the extensive coupon campaign Mercury waged this past summer in *Life* and newspapers in 27 markets. These ads carried coupons redeemable on purchases of Mercury records (AA, June 8).

Mort Small, Mercury's ad manager, termed that promotion "most gratifying" and noted that an independent survey group reported Mercury's sales during that campaign period were 2½ times normal.

John W. Shaw Advertising, Chicago, is Mercury's agency. #

Freeman and Oliver Get New Posts at FC&B in Canada

TORONTO, Sept. 22—A. F. P. "Pat" Freeman and C. Burt Oliver, top officers of Foote, Cone & Belding Canada, Toronto, have acquired new titles.

Mr. Freeman, who has been vp and general manager of the agency in Toronto, has been elected president and Mr. Oliver, who has been vp in charge of the agency, has been elected managing director.

C. Burt Oliver

Pat Freeman

Mr. Freeman joined FC&B Canada in 1956 following service as general manager of the Canadian Assn. of Advertising Agencies. Earlier he was sales and research director for the Canadian Assn. of Radio and Television Broadcasters.

Mr. Oliver joined the agency in 1958 as vp in charge of FC&B's Canadian operations. Before that he was in managerial positions in FC&B's Hollywood and Houston offices. #

Garfield, Hoffman Adds NYK

Garfield, Hoffman & Conner, San Francisco, has been appointed to handle advertising for the NYK Line (Nippon Yusen Kaisha), a worldwide shipping company.

Sylvania Names Simon

David H. Simon has been promoted to advertising and merchandising manager of special tube operations at Sylvania Electric Products, Mountain View, Cal.

$ales $lips are longer in Kalamazoo . . .

the sales leader of the entire East North Central Region!

Booming Kalamazoo is still growing in population and in buying power.

Retail Sales: In the so-called recession year of 1958, retail sales in the Metropolitan Area were up 15% and reached an all-time high. 1959 sales are currently running 10% ahead of 1958!

Buying power: Effective buying income in Kalamazoo has now reached a prosperous $6,608.

Sales forecasts: Sales Management's ranking of best retail markets again forecasts Kalamazoo's retail sales gain to lead the entire East North Central region!

The Booth representative now has a bulging file of Kalamazoo growth facts . . . and the reasons why you can best reach this lush market in the Kalamazoo Gazette.

"The daily newspaper is the total selling medium"

KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 ● Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 ● Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 ● William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Buy Boston the way Boston Department Stores Do

Who knows best — in any city — how to get people to buy?

The department stores, sure.

In Boston the department stores know they get more action from the Herald-Traveler. Almost two million more lines daily leadership over the second paper.

With the Herald-Traveler you reach more people than with any other standard-sized paper . . . among them *more* of the "Upper Two-Thirds", the middle and upper income families who buy more of almost everything from cereals to outboards.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Linage figures from 1958 Media Records.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

gives you the

"Upper Two-Thirds"

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**
New York - Philadelphia - Detroit - Chicago - Atlanta
Los Angeles - San Francisco
Special travel and resort representative: **HAL WINTER CO.,** Miami Beach
CANADA — **E. A. WILLIAMS,** Toronto and Montreal

COLORC
OLORCO
LORCOL
ORCOLO
RCOLOR

FULL COLOR
available all week, Daily and Sunday, without restrictions or limitations, in going, growing . . .

LUBBOCK'S Texas
AVALANCHE-
JOURNAL

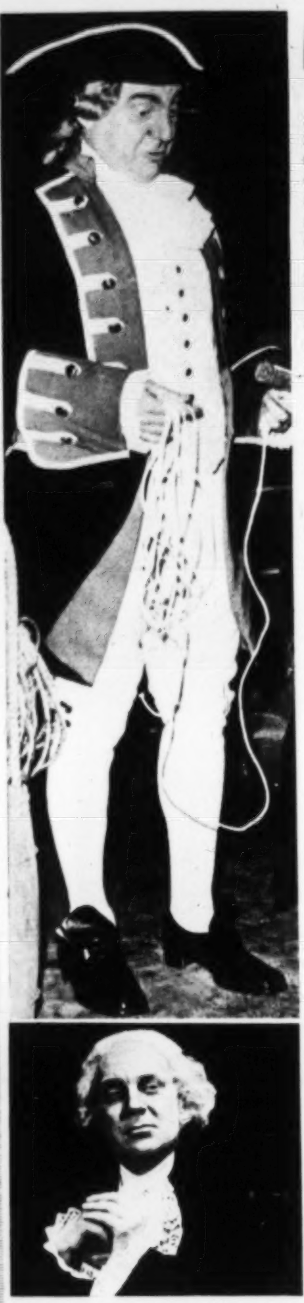
NOW . . . a new, modern plant; new, larger, faster presses . . . a bigger, better Lubbock Avalanche-Journal for your selling ever-growing Lubbock and its big, prosperous 19-county market!

LUBBOCK
AVALANCHE-
JOURNAL

CIRCULATION OVER 66,000

WAYNE HENLY, Adv. Director
LESTER M. HORNER, Gen. Adv. Mgr.

Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC
Offices in All Principal Cities



CAPTAIN, GENERAL—*With the greatest of ease adman-actor Bleasdale assumed the roles of a Scottish sea captain (at left, top) and George Washington.*

Versatile Adman . . . John Bleasdale

At the Devon Horse Show last spring "Bubbles," a favorite clown in Philadelphia and its environs, cavorted to the delight of young and old. He shows up frequently before tv cameras, blowing bubbles from a small bubble machine. At special benefits for crippled or blind children, the clown and the bubble machine generally work overtime.

John Bleasdale

Actually "Bubbles" is not a professional clown. He is John Bleasdale, manager of radio and television production of Lewis & Gilman.

Playing character parts is a hobby of long standing for Mr. Bleasdale, who at 38 is a veteran of Thespian media ranging from the old speakeasy to modern tv tape.

Last February, when WCAU-TV was seeking someone who could portray George Washington, Mr. Bleasdale was asked to take the role.

On an earlier tv show sponsored by the *Bulletin* Forum he played the part of Stalin and was hailed by critics for his portrayal.

■ These talents, plus his background as a radio announcer, song writer, hillbilly singer and actor, have made him especially useful to Lewis & Gilman clients. He has been writing jingles for Keebler's, Ortleib's beer and Breyer's ice cream, among others.

On one occasion, he wrote a singing commercial for Breyer's and taped the commercial on the office machine to use as a sample. The client bought the jingle, but specified that Mr. Bleasdale's voice would have to go with it.

His extra-curricular work, while time consuming, is also time-filling for Mr. Bleasdale. Single, he lives in center city and has spare time other suburbanite admen use for travel.

At nine he was already a professional. He had his own hill-billy show on old station WOAX, Trenton, N. J. (now WTNJ). His first sponsor was an antiseptic manufacturer whose name he does not now recall. He also had an agent booking him (mainly in speakeasies, during the Prohibition era) as the "singing newsboy." #

CRAZY, MAN—*In sharp contrast are two other Bleasdale characterizations—the mad jailer in "Ben Franklin Story" (above) and "Bubbles," the jolly clown.*

'SI' Splits Advertising Sales Organization into Five Groups

New York, Sept. 22—*Sports Illustrated* has split its ad sales organization into five classifications: Automotive, liquor, travel and men's wear and retail.

In charge of automotive advertising—under L. L. (Pete) Callaway Jr., ad director—will be John B. (Pete) Ross and John H. Norwood. Mr. Ross, manager of the magazine's Detroit operation, will handle domestic accounts, while Mr. Norwood, associate ad manager overseas, will be in charge of foreign car business.

In addition, *Sports Illustrated* has promoted John (Jock) Merrihew Jr. to manager of liquor advertising; James A. Kridel to travel ad manager, and Edward F. Miles to manager of men's wear advertising. All three have been on *Sports Illustrated's* sales staff since before publication.

In charge of retail advertising is Thomas (Mac) Johnson, who has been on the magazine's sales staff since 1957.

Mr. Callaway said the four classifications were set up to "give advertisers maximum service." #

Reigler Elected to Board

Lyle B. Reigler, vp and general manager of the Utica, N. Y., office of the Rumrill Co., Rochester, has been elected to the board of directors.

'Newsprint Facts' Published

"Newspaper & Newsprint Facts at a Glance 1959-1960" has been published by the Newsprint Information Committee, 150 E. 42nd St., New York. It is the second edition of the committee's pocket directory of data on the newspaper and newsprint industries.

U. S. Leasing to Hoefer

Hoefer, Dieterich & Brown, San Francisco, has been appointed to direct advertising and promotion for U. S. Leasing Corp., San Francisco. Hal Marquis Jr. has been named the agency account executive.

R.O.P.
MATS

Deepmolded, clear-cut R.O.P. mats molded to individual newspaper specifications, utilizing Certified Dry Mat Corporation's special R.O.P. Blue Ribbon flongs.

WAbash 2-1204

DAY AND NIGHT SERVICE

Progressive
MATRIX COMPANY
517 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

The New York Times Magazine

Inside The New York Times Magazine

"THE INDIFFERENT New York waiter's attitude is eloquently limned in a story now making the rounds. 'Could you give me the date of the month?' a diner asked a waiter. 'I don't know,' the waiter replied. 'This ain't my table.' " *Story on manners around the world, The New York Times Magazine, August 9.*

"THIS IS THE STREET . . . where Polly Adler sent Dr. Kinsey the first copy of 'A House Is Not a Home' and inscribed it, 'From one researcher to another.'. . . This is the area where you go to meet a movie producer, sell a car, rent a villa, buy a diamond, drool over a celebrity. This is the street of the world's most blasé poodles, and where American tourists' jackets are lined with travelers' checks. This is where a sad-eyed singer used to stroll until the police caught him one day peddling cocaine out of his guitar." *Story on Rome's Via Veneto, The New York Times Magazine, July 19.*

"WE FIND The New York Times most helpful to us in our day-to-day operation. Its advertising columns keep us in touch with the market. So much so, that our buyers 'shop' The Times and The Times Magazine constantly for items that are new and interesting." *Robert H. Levi, president, The Hecht Co. department store, Washington, D.C.*

WHAT'S INSIDE The New York Times Magazine for you? Good reading. Powerful retail impact, great results. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

The Star and Citizen are
2ND TO NONE IN ROP COLOR LINAGE
in the Arizona Market
1ST 6 MONTHS OF 1959
774,127* Lines of ROP color } up 34% over 1958
*Sunday Star—Weekday Citizen

Tucson

The Arizona Daily Star MORNING & SUNDAY
Tucson Daily Citizen EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

Full Text of TV Code Review Board's Personal Product Advertising Report

WASHINGTON, Sept. 22—In last week's issue ADVERTISING AGE presented a detailed story summarizing the findings of an important report about personal product advertising on television.

The report was issued by the National Assn. of Broadcasters, and was prepared by a special sub-committee of the NAB's television code review board.

Because of the importance of this personal product advertising report to advertisers and agencies—as well as to broadcasters—AA herewith submits the complete text of the 10-page document:

The Television Code Review Board is a continuing committee of five practicing commercial broadcasters. They serve voluntarily and are charged with the responsibility of administering the television code of the National Assn. of Broadcasters which sets forth minimum program and commercial standards which broadcasters themselves have developed and subscribe to under the philosophy of voluntary self-regulation.

On March 15, 1959, a special subcommittee of the board was appointed to study and report on a subject of increasing concern to the industry: The advertising techniques used in presenting "sensitive" or "personal" products on television.

Mr. E. K. Hartenbower, KCMO-TV, Kansas City, Mo., was named chairman of the committee; Mr. Donald H. McGannon, Westinghouse Broadcasting Co., and Mr. Gaines Kelley, WFMY-TV, Greensboro, N.C., serve with him.

This report summarizes the initial findings of the committee based upon a lengthy review of television commercials now on the air for the following "sensitive" product categories: Laxatives, deodorants, depilatories, toilet tissue, corn and callous removers, cold and headache remedies and foundation garments. It will be distributed as widely as possible to broadcasters, to advertisers, to their agencies and to allied organizations. It is vital to all that advertising presented on this powerful yet intimate medium be compelling and effective and, at the same time, welcome in the living room of any home in America.

Should We Be Concerned?

■ Is there cause for concern over taste and propriety in specific television commercials?

The code review board sponsored a special national survey on audience attitudes toward advertising late in 1958. Exact details of the survey are confidential, but it revealed negative opinions of the viewing public that should be of great interest to responsible advertisers, their agencies and to broadcasters.

There has been a steady increase of challenging comments from the viewing audience writing to networks and stations, as well as to the code review board. Audience mail may not necessarily be regarded as an over-riding criterion, but it must be accepted as significant.

Comment within the broadcasting industry has been frank and often disturbing. Questions or criticisms about individual personal product commercials reach the code board staff from code subscribers regularly.

■ A prominent station operator spoke recently of "the progressive deterioration of our commercial standards . . . a deterioration that in certain areas has reached almost scandalous proportions." And, he continued, "even more dangerous, it seems to me, is the prospect of the loss of respect of our viewers for our medium. Once gone it will be difficult to regain . . . can't we clean this up now?"

Comment in the trade and general press has questioned the propriety of personal product advertising on television. While the factor of competitive media such as the general press and magazines, must not be excluded as a possible stimulant to adverse review, the industry must consider any reasonable evaluation.

Clearly, the need for self-examination of television advertising through the television code review board not only is proper but is urgent.

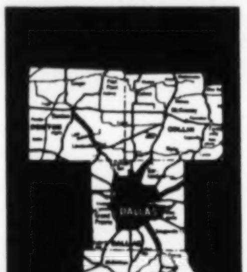
How Does the Code Operate?

How does the television code itself deal with the problems of personal product advertising? In broad, common-sense language it states that "the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable."

Interpretation No. 4 of the television code, adopted unanimously in 1956 by the television code review board and reaffirmed unanimously by every succeeding board since then, defines products for the treatment of hemorrhoids and for use in connection with feminine hygiene as "intimately personal." Obviously, other product categories could be correspondingly classed. If and when such products are suggested for advertising on television, the board will review each individual product and commercial.

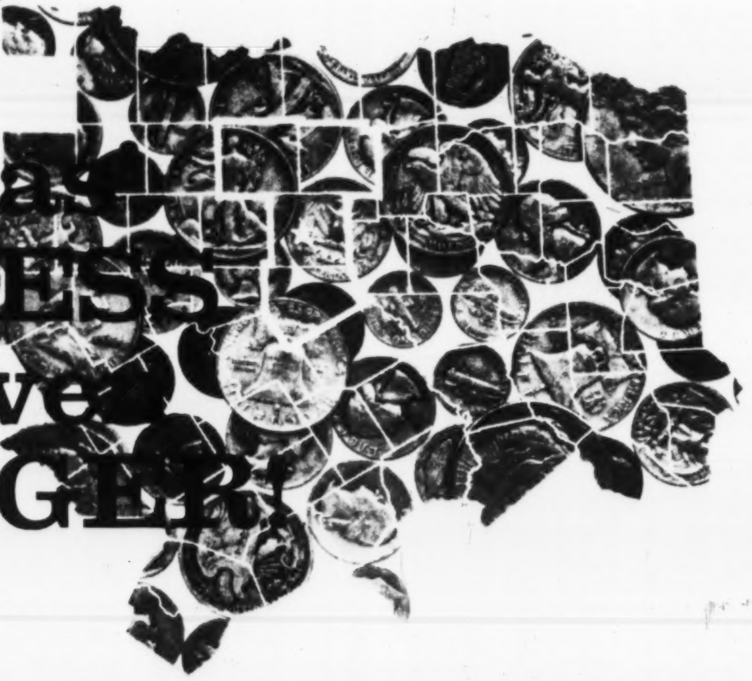
■ The code states that "because all products of a personal nature create special problems, such products when accepted, should be treated with especial emphasis on ethics and the canons of good taste. Such advertising of personal products as is accepted must be presented in a restrained and obviously inoffensive manner." It also cautions the broadcaster against the acceptance of advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

The distinction in the code between "personal" and "intimately personal" is completely understandable. The average American adult or child is accustomed to seeing toilet tissue, deodorants and laxatives on open display. No attempt is made to hide or disguise these products, while sanitary napkins and other feminine hygiene products are customari-



Metropolitan Dallas is 1,000,000 big!

BUT . . .



Dallas BUSINESS is even BIGGER!

NOW . . . put Metropolitan Dallas on your "over a million" schedules! Population passed the million mark with the Bureau of the Budget's addition of three counties to the Dallas Standard Metropolitan Area.

But put your schedules in The Dallas News because The News has 60.1% larger circulation than Dallas' second paper in these three additional counties . . . and because only The News sells *both* Metropolitan Dallas and the larger, richer surrounding market that accounts for 21.5% of the Metropolitan Area's retail volume!

S.M., May 10, 1959 • A.B.C. Audit, Mar. 30, 1959

TEXAS' LARGEST NEWSPAPER . . . LOWEST MILLINE RATE!

THE DALLAS MORNING NEWS

Represented Nationally by CRESMER & WOODWARD, INC.

New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

ly wrapped in plain paper. Rectal suppositories or applicators are generally concealed from public display.

In print media, advertising of intimately personal products usually is set in agate type surrounded by other copy or art on the inside pages. In television, the only thing available is the "full page" if you will, "the front page," with nothing competing for eye attraction. All presentations must be treated with special care.

Who Defines Good Taste?

■ Is it possible to arrive at a strict definition of as elusive and subjective an entity as good taste? Obviously, age, sophistication, education, geography, individual preferences and many other factors influence one's reaction to a commercial presentation. However, after viewing a great number of current television commercials the committee compiled a set of common-sense guideposts, each formulated in unanimous agreement.

These basic guideposts are digested below as techniques to avoid and those to seek. Of course, they cannot cover every commercial technique. The committee recognizes the need for flexibility in its analyses and recommendations. It offers them as a general guide to those who create and produce television commercials.

LAXATIVES

Avoid: Techniques which over-dramatize the discomfort of one requiring a laxative, which emphasize the speed or efficiency of the laxative, which duplicate the mechanics of elimination by charts or props.

Seek: Techniques which demonstrate the pleasant after effects of the product, and dramatic settings connected with places other than the family bathroom.

DEODORANTS

Avoid: Graphic words like "sweat" and "odor," camera shots which show the arm pit or the actual application of the deodorant, those which demonstrate the deleterious effects of perspiration on clothing, settings connected with unpleasant odors.

Seek: Clinical words like "perspiration," visual devices like the "silhouette" technique which lend an impersonal air, techniques which imply cleanliness and good grooming after use of the product.

DEPILATORIES
(Including body lotions, women's razors and electric shavers.)

Avoid: Wording or camera shots which depict axillary or body hair as "unsightly" or "bristly," camera emphasis on the arm-pit area, scenes which show the actual process of hair removal from legs or face, settings or costuming overemphasizing sexual attraction.

Seek: Situations, settings and descriptions which dwell on high fashion or good grooming, which are associated with the purchase or after effects of the product.

TOILET TISSUE

This category seems the most "sensitive" of the seven product categories in the study. With rare exception most television advertising for toilet tissue was found to be in excellent taste, undoubtedly because of the need of special decorum and delicacy in treating the product.

Avoid: More blunt terms for the product such as "toilet paper," direct descriptions and demonstrations of its softness, strength or tearing qualities, settings associated with its actual use.

Seek: Techniques which have a fantasy or fictional air, settings associated with the purchase or storage of the product, devices which describe or compare the tissue indirectly.

COLD & HEADACHE REMEDIES

The committee studied commercials for the popular analgesic headache remedies, nasal sprays and decongestants. In its opinion most unfavorable reaction from the viewing audience comes from annoyance after repeated exposure rather from any offense to good taste.

Avoid: The overuse of visual devices of the circulatory, digestive or nasal systems, sound effects or copy which describe discomforts morbidly.

Seek: Audio and video techniques which show the pleasant after-effects and relief gained from the product, visual demonstrations which rely on the abstract rather than graphic.

CORN & CALLOUS REMEDIES
(Including athlete's foot preparations and foot powders)

Avoid: Words like "itching" and "burning," visual dramatizations of foot discomfort, presentations showing the product in actual use.

Seek: Means of demonstration by comparison and techniques which show the product as an adjunct to good grooming or well-being.

FOUNDATION GARMENTS

Problems of taste in the six preceding categories have centered on techniques which might tend to disgust or repel the viewer. Commercials for foundation garments, bras and girdles, because of their real or implied association with sex, can create problems of offense to propriety or decency. The committee emphasizes the need for special care on the part of the advertiser in creating the commercial and great caution on the part of the broadcaster in scheduling it.

Avoid: The use of "live" models unless fully clothed, copy appeals or camera shots emphasizing sexual allurement, copy appeals to teenagers, demonstration with the human hand, overuse of close-ups.

Seek: Copy appeals of style and fashion, the use of "dummies" or visual devices like the "ectoplasm" technique which demonstrate the garment rather than the body.

Any self-examination must contain negative elements. The committee reemphasizes that it is among the strongest proponents of commercial television. It believes without question that television is ideally suited for the advertising of most personal products. It has found that the great majority of these products are presented tastefully and effectively . . . are indeed, welcomed into the home. The committee's prime object is to encourage such television advertising.

To do so requires the ingenuity and cooperation of advertiser, agency and broadcaster . . . an unbeatable combination working together and moving toward the same objectives. #

Colgate Sets Research Unit

Colgate-Palmolive Co., New York, will establish a multi-million dollar center for basic and applied research adjacent to Rutgers University science campus at New Brunswick, N. J. The two-story center, designed to accommodate about 375 persons, is scheduled for completion by late 1961.

Spoetzl Names Jack Cable

Jack Cable & Associates, Houston, Tex., has been appointed to handle advertising and public relations for Spoetzl Brewery, Shiner, Tex.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Monrning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

KNX Names Tom Thornton

Tom Thornton, merchandising manager of Housewives Protective League on KNX, Los Angeles, has been named national sales coordinator of KNX and CBS Radio Pacific Network. He succeeds Jack Loughmiller, recently appointed eastern sales representative.

Oil Heat Unit to Schoonmaker

Oil Heat Information Council, composed of 55 fuel oil distributors in Grand Rapids, Muskegon and Kalamazoo, Mich., has appointed Schoonmaker, Williams & Moss, Kalamazoo, as its advertising agency.

Sawyer Joins Benson

Arthur W. Sawyer has resigned as media director of Johnson & Lewis Advertising, San Francisco. Mr. Sawyer will become a partner in Marty Benson & Associates, weekly newspaper publishers' representative which has offices in San Francisco and Los Angeles.

Henderson Names Walker

Fred C. Walker has been named account supervisor of the Henderson Advertising Agency, Greenville, S. C. Mr. Walker has been an account executive with Henderson for the past five years.

Per Capita Personal Income

By States—1950 vs. 1958

National Industrial Conference Board

	1950	1958	Per Cent Change 1950-1958		1950	1958	Per Cent Change 1950-1958
Connecticut	$1,908	$2,817	47.6	Nebraska	1,468	1,894	29.0
Delaware	2,153	2,760	28.2	New Hampshire	1,314	1,885	43.5
District of Columbia	2,198	2,634	19.8	Florida	1,288	1,876	45.7
New York	1,883	2,585	37.3	Iowa	1,447	1,863	28.7
Nevada	1,938	2,569	32.6	Hawaii	1,403	1,852	32.0
California	1,848	2,559	38.5	New Mexico	1,163	1,838	58.0
New Jersey	1,792	2,521	40.7	Texas	1,340	1,814	35.4
Illinois	1,827	2,435	33.3	Utah	1,283	1,753	36.6
Massachusetts	1,662	2,394	44.0	Vermont	1,185	1,745	47.3
Maryland	1,588	2,221	39.9	Oklahoma	1,133	1,740	53.6
Ohio	1,614	2,184	35.3	Maine	1,188	1,704	43.4
Washington	1,671	2,160	29.3	Idaho	1,279	1,701	33.0
Pennsylvania	1,566	2,127	35.8	North Dakota	1,260	1,697	34.7
Michigan	1,684	2,099	24.6	Virginia	1,222	1,674	37.0
Wyoming	1,629	2,088	28.2	South Dakota	1,213	1,641	35.3
Colorado	1,446	2,047	41.6	Louisiana	1,089	1,576	44.7
Missouri	1,443	2,037	41.2	West Virginia	1,095	1,509	37.8
Oregon	1,602	2,006	25.2	Georgia	1,016	1,487	46.4
Kansas	1,374	2,001	45.6	Tennessee	995	1,439	44.6
Indiana	1,521	1,990	30.8	Kentucky	958	1,397	45.8
Rhode Island	1,644	1,966	19.6	North Carolina	1,009	1,384	37.2
Wisconsin	1,467	1,936	32.0	Alabama	867	1,359	56.7
Arizona	1,297	1,932	49.0	Arkansas	805	1,228	52.5
Montana	1,606	1,920	19.6	South Carolina	881	1,218	38.3
Minnesota	1,397	1,916	37.2	Mississippi	729	1,053	44.4

Ripple Names MacNamara

John F. MacNamara, formerly publisher of *Shoe & Leather Reporter*, Boston, has been named director of advertising and public relations of Ripple Sole Corp., Detroit, a new position.

John F. MacNamara

In his new position, Mr. MacNamara will work with Reilly, Brown & Tapply, Boston, agency for Ripple soles, which have been in volume production for the shoe industry only a short time. Mr. MacNamara also has been with Hearst Corp.

McDonough Joins Breskin

Thomas O. McDonough has joined the sales staff of Breskin Publications Inc., New York, as representative of *Modern Packaging* and *Modern Plastics* in Chicago and the Midwest.

'Family Weekly' Opens Office

Family Weekly has opened a new West Coast advertising office at 235 Montgomery St., San Francisco. Lee T. Weston will be in charge of the office.

Management Magazines Names Mortell, Murray

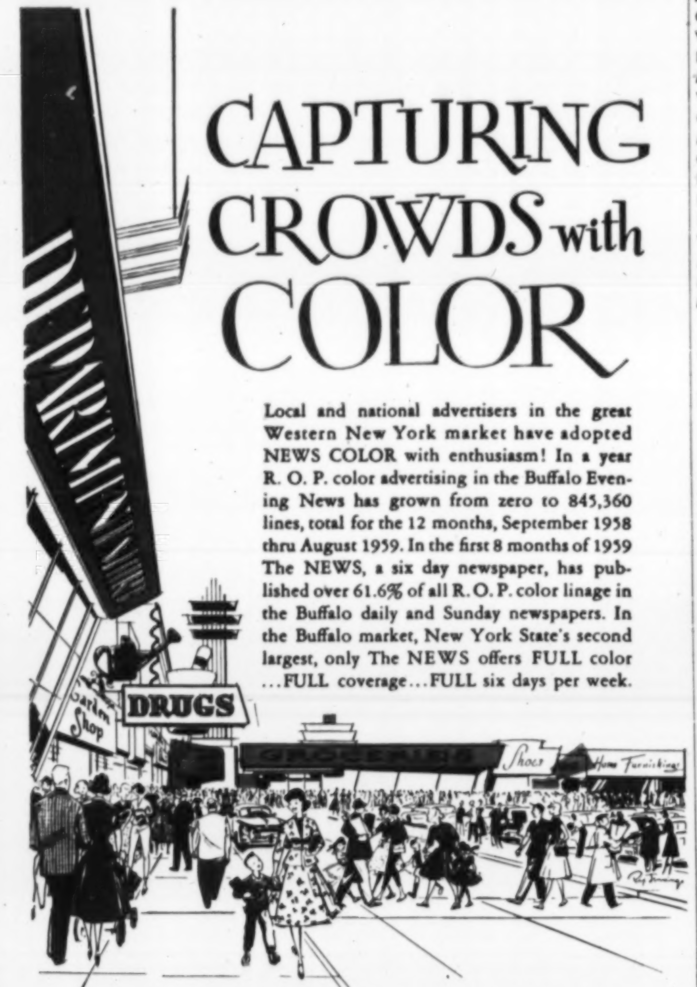
Thomas F. Mortell has joined Management Magazines, Greenwich, Conn., as director of sales development, and Arthur W. Murray has joined the company as advertising space representative. Mr. Mortell was formerly space representative for *Newsweek* and will operate out of the company's New York offices. Mr. Murray, formerly space salesman for Geyer-McAllister Publications, will headquarter in the Chicago office.

Hallock Opens Consultancy

Ted Hallock has opened his own public relations consultancy with offices in the Executive Bldg., Portland, Ore. Mr. Hallock was formerly state coordinator for the Oregon Centennial Commission.

Plate Agency Moves Office

Harry V. Plate, advertising and pr agency, has moved its offices from San Mateo to 24 California St., San Francisco. The new telephone number is SUtter 1-4179.



CAPTURING CROWDS with COLOR

Local and national advertisers in the great Western New York market have adopted NEWS COLOR with enthusiasm! In a year R. O. P. color advertising in the Buffalo Evening News has grown from zero to 845,360 lines, total for the 12 months, September 1958 thru August 1959. In the first 8 months of 1959 The NEWS, a six day newspaper, has published over 61.6% of all R. O. P. color linage in the Buffalo daily and Sunday newspapers. In the Buffalo market, New York State's second largest, only The NEWS offers FULL color ...FULL coverage...FULL six days per week.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

COLOR

Among the nation's leaders in color lineage last year

THE REGISTER-GUARD'S GOT IT!

Our superior color reproduction is the result of know-how and teamwork in the mechanical departments — plus plenty of experience in full color editorial art.

By reaching 9 out of 10 city zone families—7 out of 10 in Lane County—The Eugene Register-Guard can sell Oregon's 2nd market for you . . . and with the extra impact of color.

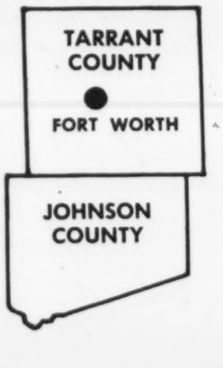
Full color, page size just $140 additional. Full color ads also available in Sunday comics.

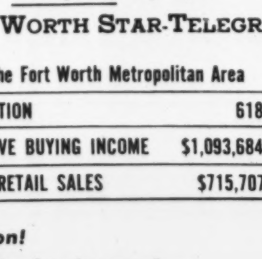
The EUGENE REGISTER-GUARD

Represented Nationally by Sawyer-Ferguson-Walker Co.

Announcing!

THE NEW FORT WORTH METROPOLITAN AREA*





Covered Thoroughly Everyday by the FORT WORTH STAR-TELEGRAM

The Fort Worth Metropolitan Area

POPULATION	618,000
EFFECTIVE BUYING INCOME	$1,093,684,000
TOTAL RETAIL SALES	$715,707,000

39th in the Nation in Population!
41st in the Nation in Effective Buying Income!
40th in the Nation in Total Retail Sales!

*Sales Management now includes the 2-county area of Tarrant and Johnson Counties as the Standard Fort Worth Metropolitan Area.

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

"Time dijo"

"Time dijo"

Benson has . . . Betancourt is . . . Brandt will . . .

Executives and officials throughout Latin America have an urgent need for full, up-to-date international news reports . . . with emphasis on U. S. activities and personalities.

Week after week, to fill the need, they read TIME. So when Latin American leaders get together to talk about the world events that might affect their plans, they frequently start with the words "TIME dijo"—"TIME said".

TIME
LATIN AMERICA

The most talked about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

Tight Grip on Inventory Helps Zenith Maintain 'Quality' Image, Says Truesdell

CHICAGO, Sept. 22—Chicago's "Marketing Man of the Year" stood in the unsteady glare of popping flashbulbs, holding a plaque signifying the honor bestowed upon him.

"It's funny," he remarked to no one in particular, "you're in this business for more than 30 years, and then everything comes at once."

Leonard C. Truesdell, exec vp in charge of marketing at Zenith Radio Corp., was referring to the fact that this was the second such honor he had received in recent months. Last May the National Sales Executives dubbed him "Sales Executive of the Year" (AA, June 1). And now the Chicago chapter of the American Marketing Assn. added the "Marketing Man of the Year" mantle (AA, Sept. 21).

He has been at Zenith for ten years and has had top sales responsibility since 1955. Throughout the entire period, Zenith has been considered a model of good marketing management.

■ Why, then, this sudden flurry of recognition? It can be traced to the recession year of 1958, when Zenith stood out in bold relief in an industry hard hit by falling sales. During that year, sales in the radio-television industry dropped 20%, while Zenith hit a new high—15% above the record of 1957. Zenith also moved to first place in tv receiver sales, increasing its industry share some 25% over the previous year.

MAN OF THE YEAR—*Leonard C. Truesdell (left), exec vp for marketing, Zenith Radio Corp., receives a plaque from the Chicago chapter of the American Marketing Assn. naming him Marketing Man of the Year (AA, Sept. 21). Al J. Kinard, president of the AMA chapter and product research manager of Quaker Oats, makes the presentation.*

This year the rise continues, with Zenith increasing its share of market by some 30% to 40%.

In any instance where a company does so well, the marketing executive can come in for a large share of the credit. In the case of Zenith, Mr. Truesdell probably deserves even more recognition.

His responsibilities probably encompass more than those of any other marketing man in the industry, and more than most in any company. In addition to controlling the advertising, merchandising and selling functions, he is deeply involved with the product itself.

■ In fact, Mr. Truesdell estimates that he spends about four of every ten working hours working with the engineers and designers in developing the products. He draws upon his long experience in selling appliances and electronics, plus his extensive knowledge of current trends, in determining what the company will offer for sale.

In addition, when the products themselves are approved for production, Mr. Truesdell and his staff then determine how many sets to make. They have both short-range and long-range production schedules, based on anticipated demand.

■ Len Truesdell's background includes many years of retail and wholesale selling. He once operated three retail appliance stores in Kansas City. "And I've sold appliances in every city in the U. S. over 25,000 population," he adds.

He was with the Frigidaire division of General Motors Corp. for 15 years before joining Bendix Aviation Corp. as manager of radio and television operations in 1943. In '46 he moved to Hotpoint Co. as marketing vp. He joined Zenith in '49 as radio-tv sales manager, and was elected vp and director of sales in 1955. He was named a director of the company last January, and moved up to exec vp of marketing last April.

Zenith strives for the "quality" image for its products, and Mr. Truesdell has developed means to achieve it.

Radio-tv manufacturers strive to avoid price dumps by retailers —a situation usually brought on by oversupply and "remedied" by price cutting, which cheapens the product's image.

To prevent this, inventory is controlled all along the line, from plant to retailer. The crux of this system is a series of charts based on weekly sales reports from the field.

Spreading out the large sheets on his desk, the marketing vp illustrated the system. He ran his finger down one column of figures: "He's got two weeks' supply on hand . . . he's got one week's supply . . . two weeks . . . three weeks . . . one week . . ." Conditions which might lead to "price dumping" sales can thus be spotted quickly and the situation remedied.

■ The energetic Mr. Truesdell (he lists work as his hobby) has built up his staff to the point where he now says he works as hard as ever during the day, "but my nights are easier."

During his career, the general stature of marketing in business has improved, but Mr. Truesdell notes an alarming trend.

The trend toward selling on price and price alone, he said, is taking business "down the road of no return, a road that can only lead to smaller profits, reduced

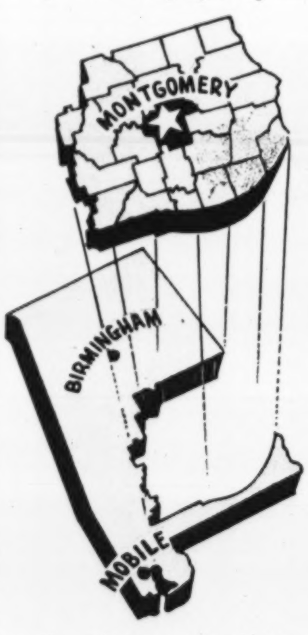
and only ONE can give you TOTAL Coverage in the PONTIAC AREA

98% of the homes in Pontiac take The Press. 74% of Press readers take no other daily newspaper. 88% take no other evening paper. Total Selling needs Total Coverage. In Pontiac, Total Selling Means The Press.

THE PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

ALABAMA HAS 3 BIG MARKETS . . .

. . . and they can't be covered by 2 newspapers!



If your Alabama media schedule includes only Birmingham and Mobile, you are just covering half of the market! Montgomery is a MUST on your schedule for these reasons:

- Montgomery leads all Alabama cities in S-M's "30 Best Markets" in 1958-59.
- Montgomery ranks EIGHTH IN THE NATION'S CITIES according to Rand-McNally's most recent survey of economic stability.
- 25% of Alabama's retail sales are made in the area covered by The Montgomery Advertiser and Alabama Journal.

Are your sales quotas and space schedule now in line? If not, better call
KELLY-SMITH CO.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING—EVENING—SUNDAY

ANOTHER PRODUCT of the DIVERSIFIED SOUTH BEND, Ind. MARKET

Model 4340 4-bottom moldboard plow designed and produced in the South Bend Plant of The Oliver Corporation.

The Oliver Corporation of South Bend is a leading industry among the 248 manufacturers in South Bend's Metropolitan Area. Producers of quality farming equipment, Oliver's is another South Bend industry that lends employment stability to this big, growing market.

A wide diversity of industry and employment provides South Bend families with large, steady incomes. The 1958 household income was $7,187 . . . First in Indiana and 15th in the Nation!

Cover South Bend With One Newspaper

Over 92% of the families in South Bend's Metro Area receive the South Bend Tribune. In addition to saturating this market, the Tribune offers many other services including: R.O.P. Color, daily and Sunday; new big bulk and frequency discounts; complete marketing service; special pages and promotions. For complete details ask for free market data book.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market
Seven Counties, over
One-Half Million People

Franklin D. Schurz — *Editor and Publisher*
Story, Brooks & Finley, Inc., National Representative

effectiveness of advertising and a lessening in the value of marketing men.

"The road of no return," he said, "can lead us to the time when product values can no longer be measured intelligently; lead us to the time when incentive for creating better products and newer products is lost to creative engineers and production men."

The path Zenith has followed is, of course, Mr. Truesdell's prime example of what should be done to correct these marketing ills.

And the Zenith executive is confident of the radio-tv industry's future potential, despite near saturation of tv receivers in U. S. homes.

■ "I don't expect any major technical breakthrough in tv sets for several years," he said, "and we won't need a breakthrough to keep selling sets. A growing population, the replacement market and the growing number of second sets will continue to create a good market." #

FULL

R.

O.

P.

COLOR

CHICAGO
BLOOMINGTON
NORMAL
ST. LOUIS

... now available in the newspaper with the 2nd largest evening circulation in Illinois

- 5th largest newspaper market in Illinois
- 5th largest in automotive sales
- 7th largest in drug sales
- 7th largest in food sales

(these figures exclude Chicago)

178,000 exceptionally prosperous people with incomes 20% above the national average live in this rich 7-county market. Retail sales totaled well over $233 million in 1958, and the future looks bright with the influx of new industry.

And now you can get your share of this outstanding market with full color advertising in the Pantagraph . . . the "hometown" newspaper that *covers* the Bloomington-Normal area.

R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday)

THE Pantagraph
Bloomington-Normal, Illinois
Rep. by Gilman, Nicoll & Ruthman

N. Y. Sales Execs Group Examines Its NSE Ties

Quiz on Share of Dues Going to National May Reveal Members' Views

NEW YORK, Sept. 22—The Sales Executives Club of New York is polling its members on how they feel about cutting down on the dues the New York group pays to National Sales Executives.

Yesterday morning 3,000 members of SEC received a questionnaire from the club asking:

1. Do you know a portion of your dues goes to National Sales Executives?
2. Did you know the portion was $15?
3. Check NSE services you consider most valuable.
4. Do you think some sliding scale would be better, say $15 to NSE for the first 1,000 SEC members, then a sliding scale of, say, $5 for each additional member?
5. Should we have a sliding scale to NSE, or keep as is?

■ Currently 25% of SEC dues goes to NSE. In recent months there has been growing dissatisfaction with NSE among SEC members. The New York club is the largest membership group in NSE, which has a total membership of 28,000.

Reasons for SEC members' dissatisfaction with NSE are varied. The most frequently heard are that SEC pays too much to the national for what its members get; that NSE's forthcoming publication, *Sales Week*, to be launched in November (AA, Aug. 10), was "railroaded" by a clique in NSE despite opposition by the New York chapter and others; and that the new publication will cut into services and advertising revenue of the *New York SEC Weekly*.

In addition, intra-organizational political matters are understood to have generated bad feeling among some members. However, it should be noted that dissatisfaction on the part of SEC members with NSE is by no means unanimous.

■ Nevertheless, members willing to discuss the matter indicate there is a very strong sentiment in the club in favor of setting up a sliding scale for NSE dues. Results of the current poll are expected to be tabulated by the end of next week.

If the poll should be in favor of a sliding scale, SEC probably would move to cut its contribution to NSE. This would force NSE to take formal action and conceivably could lead to SEC leaving NSE in protest, or of the New York club being kicked out of the national. But a more likely development would be a series of meetings by the officers of both organizations to work out some reasonable solution.

As a proponent of NSE explained, the SEC poll will merely be an expression of club member sentiment on dues. The New York club holds a charter from NSE. Any change in dues would require an amendment of the club's by-laws.

■ NSE is composed of 28,000 members, organized in 235 clubs. Each club contributes $15 of individual members' dues to the national, which in turn services members individually with printed material regularly.

So far as could be learned, no other club has taken any action similar to that by SEC of New York. At NSE, an officer of the organization said no comment could be made at this time. #

The Modern Hospital .

first-choice magazine of hospital BUYERS for 46 years first choice of SELLERS

Since 1913 THE MODERN HOSPITAL has delivered to the BUYERS in the multi-billion dollar hospital market an independent, competent, interesting journalistic service.

THE MODERN HOSPITAL is wanted by more BUYERS — administrators, administrative staff members and professional department heads — than any other hospital magazine. Every subscription sold on an entirely inducement-free basis — unique among hospital magazines. Covers more than 81% of the total market *at the administrative staff level.*

BECAUSE THE MODERN HOSPITAL has been wanted by more BUYERS, it has also been wanted by more SELLERS — for 46 consecutive years more advertisers have invested more dollars in more pages of advertising than in any other hospital administrative magazine.

HERE IS THE ADVERTISING RECORD of the three hospital administrative magazines for the first eight months of 1958 and 1959:

	1958 (pages)	1959 (pages)
THE MODERN HOSPITAL	1137	1195
Hospitals (16 issues)	949	1010
Hospital Management	563	494

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS
publications of F. W. DODGE CORPORATION

37th
HOSPITAL
HPF
PURCHASING FILE
1960
1960

File your hospital catalog here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

CLEAN COPY—*This magazine ad, tying in Sanitone's promotion with a Jonathan Logan dress, appears in the October issue of Vogue.*

Armed with New Agency, Sanitone Sets Consumer Push

CINCINNATI, Sept. 22—"A garment is new only once, but it can be renewed again and again." This theme will be featured prominently in the new fall campaign of the Sanitone division of Emery Industries, developer of the Sanitone process, licensed to dry cleaners throughout the world.

This year's promotion plans, according to L. E. Francis, advertising manager of Emery Industries, are based on the phenomenon, brought out in research, that dry cleaning actually lengthens the life of garments.

Four-color ads in *Vogue* and *Esquire*, plus newspaper coverage—tied in with Eagle Clothes and Jonathan Logan brand names—are aimed at encouraging retail outlets to advise customers to "keep the fashion you buy" through quality dry cleaning. The campaign stresses that the Sanitone dry cleaner is the "best friend that a garment ever had."

▪ The Sanitone program, according to C. D. Easton, account executive, John L. Magro Advertising, is one of the biggest color ad programs in Sanitone's history. Easton added that dealer mats, to be run over the signatures of Sanitone dealers, will produce more than $1,000,000 worth of licensee tie-ins, based on the past year's experience.

The Sanitone account changed hands last year when Mr. Magro, who as vp in charge of the Cincinnati office of Erwin Wasey, Ruthrauff & Ryan for the preceding 16 years, took over the EWRR office and formed his own agency. One reason for the switch in arrangements was the desire of the Emery consumer division for stronger local facilities and service. Mr. Magro's agency presently is serving as correspondent agency for EWRR in Cincinnati.

The Magro agency has a staff of eight and services, in addition to Sanitone, Kenton Pharmacal Co., Covington, Ky.; Joseph P. Day Co. (Cincinnati real estate); Steelcraft Mfg. Co.; Sperti Faraday Inc., Adrian, Mich. (signal systems); KLM Royal Dutch Airlines (locally); the Netherland Hilton and Terrace Hilton hotels, and Candle Lite Inc. (candles). All are former EWRR accounts.

Sanitone Dry Cleaning Service

FRIENDLY PROCESS—*Emery Industries' Sanitone division uses this four-color page in the October Esquire to promote its dry cleaning process.*

EWRR SEEKS BACKING FOR DRY CLEANER PUSH

RICHMOND, Sept. 22—Representatives of Erwin Wasey, Ruthrauff & Ryan are due to appear here this week to tell Virginia dry cleaners about the new national advertising and publications program just approved by the National Institute of Dry-Cleaning.

EWRR has been retained to prepare public relations and publicity materials for the association, and plans also are under way to begin a national ad campaign in *The Saturday Evening Post* early next year.

▪ Under the plan, individual state groups will be asked to support the program. After meeting with the Virginia group next week, the EWRR representatives will confer with dry cleaners in 12 northeastern states, and eventually with groups elsewhere in the nation.

Present plans call for a two-page ad using the *Post's* Select-A-Market plan, to reach 15 states. One page is to be in four colors, containing a message seeking to build public confidence in dry cleaning. The other page is to list members who are sponsoring the ad.

Frequency of insertions after the first ad will depend on support received from state groups.

EWRR's arrangement with the institute, which is located in Silver Spring, Md., provides for the preparation of a pr and publicity kit, which will be distributed to participating members. The association has about 8,500 members. One purpose of the program is to dispel public misconceptions about dry cleaning. Another purpose is to induce more of the nation's 35,000 dry cleaners to affiliate with the association.

▪ The program was originally secured for EWRR by Donald J. Wilkins, who has been vp in charge of the Washington office. With his resignation to become Washington representative for Advertising Federation of America (AA, Sept. 14, 21), the campaign will be administered from EWRR's Philadelphia office. Horace Nalle, EWRR vp in Philadelphia, will become account supervisor and Karl Gauck, also in Philadelphia, account executive. EWRR's Washington office has been closed. #

the nation's 47th largest market!

Indiana's 2nd largest market!

GARY HAMMOND & Chicago, Ind METRO AREA

reach it SELL it ONLY through

THE GARY POST-TRIBUNE
THE HAMMOND TIMES
REPRESENTED BY: BURKE, KUIPERS & MAHONEY, INC.

We are always happy to receive letters such as yours which point up the WGN, Inc. by-words—Quality and Integrity.

Thank you, Mr. Edwards

Our strict adherence to the NAB Code and our dedication to the community which we serve, have resulted in ever increasing recognition of our policy by agencies, advertisers, our audiences—yes, even our competitors.

WGN-TV CHANNEL 9
441 N. Michigan Ave. • Chicago 11, Illinois

Ads Pushing Passenger Bargains Give T&P Biggest Revenue Gain in 1st Half

DALLAS, Sept. 24—Bargains in railroad travel, promoted through a variety of advertising media, have enabled the Texas & Pacific Railway to show an increase in passenger revenue for the first half of 1959 which is the highest in its class.

Despite bargains that chopped the prices, Texas & Pacific officials reported a 15.7% increase for the first half of the year. And that's the highest increase for any of the nation's Class I railroads. Advertising had a lot to do with the success of the plan, according to J. B. Shores, director of employe and public relations.

Instead of joining the crying towel brigade moaning over the gradual disappearance of passenger traffic, T&P offered the public five different kinds of bargains. Then they advertised them in a variety of ways.

▪ The bargains: (1) Groups of five or more got one-way fare for round trips between all points on the 1,800-mile system, that runs between Louisiana and California; (2) coach tickets were honored in sleepers, making it necessary to buy only a Pullman fare and not, in addition, a first class fare; (3) when bedrooms were sold out, travelers could buy two roomettes for the price of a bedroom; (4) travelers were offered economy meals for $1 or less, in addition to the more expensive regular dining car services; and (5) the railroad installed a modified form of "Travel now, pay later" for tickets valued over $50.

To promote these bargains in rail travel, Texas & Pacific advertised them on a 6 p.m. newscast twice weekly on WBAP-TV, which covers the heavily populated Dallas-Fort Worth area, near the heart of the railroad's system.

Along the T&P route from New Orleans to El Paso the railroad placed small ads in the principal daily newspapers. Using the shotgun technique rather than the rifle, the railroad scattered four to eight small ads throughout each edition, five days a week.

▪ In the Dallas-Fort Worth heartland of the route, the company advertised its passenger services on posters on the sides of its pickup and delivery trucks. In the downtown area, where plenty of business men could study them and housewives would note them during their shopping tours, 47 trucks carried the posters in Dallas and 23 more in Fort Worth.

In the Dallas-Fort Worth area outdoor boards also plugged the passenger service. This is worthy of note, since freight is the backbone of railroad business, but T&P thought passenger revenues sufficiently important to warrant the advertising.

Leaflets and placards also promoted passenger services—on trains, in stations and wherever else the railroad could place them.

Better economic conditions affected the results of the campaign, Mr. Shores acknowledges, as did the discontinuance of competing service between Texas points and St. Louis. But the fact remains that T&P passenger business increased more than that of any other Class I railroad during the period of the bargain promotions and the accompanying campaign.

▪ "There was an upsurge in travel between California and cities in Texas and Louisiana," Mr. Shores said. "T&P revenues derived from California travel so far in 1959 show an increase of 42% over that of 1958.

"The group rate reduction attracted considerable traffic from the highways," Mr. Shores reported.

Honoring coach tickets toward Pullman fares boosted the earnings on conventional Pullmans, Mr. Shores said, with an appreciable decrease in revenue accruing in the lightweight sleepers.

The economy meals (breakfast for 75¢ and 85¢, and $1 for lunches and dinners) have proved "very popular with our patrons," Mr. Shores said.

The "Travel now, pay later" plan is based upon a down payment of 25%, payment in 10 monthly instalments, and a 2% service charge.

▪ The innovations are still being offered—and advertised—to the public, and railroad officials expect the second half of 1959 to show an increase over the comparable period of 1958, as did the first half. They're now gunning to keep the No. 1 spot in passenger revenue increase in 1959's second half. #

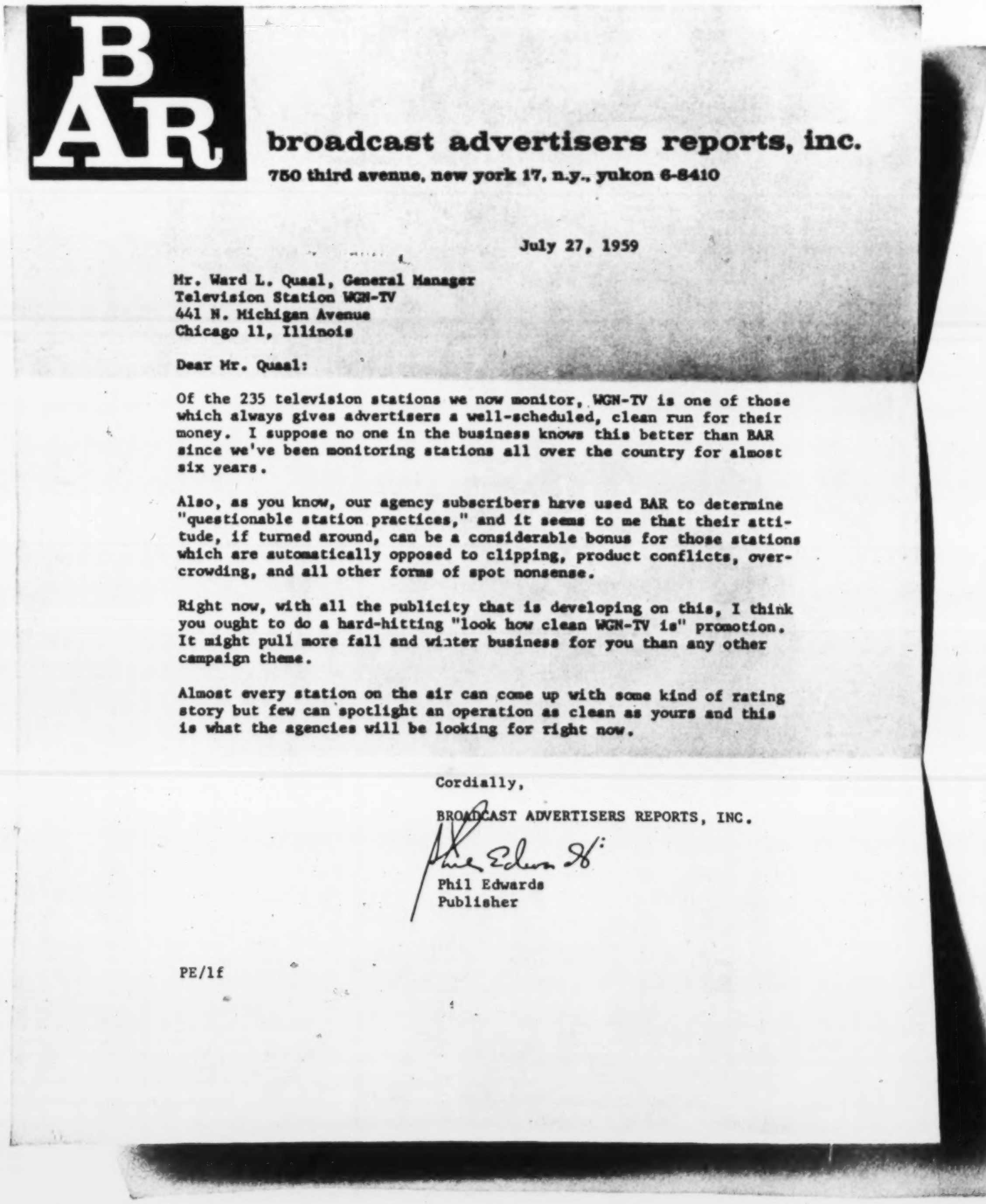
'TV Guide' Names Two; Moves Boston Office

Mel Sokolow has joined the New York metropolitan edition of *TV Guide* as promotion representative and Bernard Johnston has joined the advertising sales staff of the Minneapolis edition of the publication. Mr. Sokolow was formerly public relations director of Technical Tape Corp., New Rochelle, N. Y., and Mr. Johnston was formerly in sales work with the Chicago offices of Independent TV Corp., CBS Film Sales and the R. H. Donnelley Corp.

TV Guide has moved its New England headquarters in Boston from 739 Boylston St. to the Salada Bldg., 330 Stuart St.

Ives-Cameron Names Cawley

John A. Cawley has been named president of Ives-Cameron Co., a division of American Home Products Corp. Edwin F. Roberts has been named exec vp of the pharmaceutical manufacturer, which recently moved its administrative offices from Radnor, Pa., to 260 Madison Ave., New York. Mr. Cawley was formerly assistant to Walter F. Silbersack, president of American Home Products.



BAR

broadcast advertisers reports, inc.

750 third avenue, new york 17, n.y., yukon 6-8410

July 27, 1959

Mr. Ward L. Quaal, General Manager
Television Station WGN-TV
441 N. Michigan Avenue
Chicago 11, Illinois

Dear Mr. Quaal:

Of the 235 television stations we now monitor, WGN-TV is one of those which always gives advertisers a well-scheduled, clean run for their money. I suppose no one in the business knows this better than BAR since we've been monitoring stations all over the country for almost six years.

Also, as you know, our agency subscribers have used BAR to determine "questionable station practices," and it seems to me that their attitude, if turned around, can be a considerable bonus for those stations which are automatically opposed to clipping, product conflicts, overcrowding, and all other forms of spot nonsense.

Right now, with all the publicity that is developing on this, I think you ought to do a hard-hitting "look how clean WGN-TV is" promotion. It might pull more fall and winter business for you than any other campaign theme.

Almost every station on the air can come up with some kind of rating story but few can spotlight an operation as clean as yours and this is what the agencies will be looking for right now.

Cordially,

BROADCAST ADVERTISERS REPORTS, INC.

Phil Edwards
Publisher

PE/1f

Over a Billion
in Ad Billings
within 5 Minutes Walk!

Chicago's new 40-story Advertising Headquarters—

Executive House

HOTEL IN HEART OF CHICAGO ADVERTISING

- close to agencies, radio-TV stations, newspapers, magazines, art, film and recording studios, representatives.

UNIQUE FEATURES OF EXECUTIVE HOUSE

- Drive-In Garage
- Direct Dialing from Room Phone
- Private Sun Terrace
- Free Stock Market Quotations

Send for colorful brochure *Executive House*

Department A, 71 E. Wacker Drive, Chicago 1
Financial 6-7100 • A. M. Quarles, General Manager

RESERVATRON

THE INSTRUMENT OF BUSY MORTALS

You can point to only one electronic reservation system in hotel history, and Sheraton's got it — *Reservatron*. It gets you confirmed reservations in only 4 seconds at any of Sheraton's 53 hotels. Saves you long-distance fees because you just phone your nearest Sheraton Hotel. We'd be happy (indeed ecstatic, since we're testing this ad) to send you a FAT FREE BOOKLET — 96 pages stuffed with the inside dope on Sheraton Hotels in 41 cities. Address: Sheraton Corp., Ad Age Ad #6, 470 Atlantic Ave., Boston, Massachusetts.

Imbalance of Gender Is Remedied by Growth of Arndt, Preston N. Y. Office

NEW YORK, Sept. 22—Agency growth usually results in a strange admixture of problems and pleasures. For James S. Crothers, manager of the burgeoning New York office of Arndt, Preston, Chapin, Lamb & Keen, one gratification is that the office staff no longer consists of one male (himself) surrounded by 13 pretty young ladies.

Although this 13-to-1 ratio made him the envy of Madison Ave., Mr. Crothers maintains he was "only too glad" when account diversification brought an end to his harem days six months ago.

"I used to get kidded a great deal about what a lucky guy I was—guys really seemed quite envious," Mr. Crothers recalls. "But it was a banner day in my life when we hired another man."

When pressed for a fuller explanation, Mr. Crothers allowed that women aren't too happy in an all-girl situation: "There's more tension, more concern with petty things if there aren't enough men around to divert them. I used to complain about women forever crying in my office.

■ "I still keep a lending library of handkerchiefs in my desk, but we have no more weeping women now that we have several men around to keep up the girls' morale and spirits," he said.

Although the New York office was founded in 1954, its real growth started two years ago. The office then (in 1957) had six people; today there are 17, and there are plans to hire eight more by December, necessitating enlargement of the agency's new offices in the Seagram Bldg.

This steady expansion is particularly pleasing to Arndt, Preston, because "we are one of the few Philadelphia agencies which have been able to open a New York office successfully. Most of the others have had to buy an agency here to do it," Mr. Crothers pointed out.

Five years ago the New York office was billing at the rate of $300,000; today it handles the equivalent of $2,000,000 in billings. Combined billings of the New York office and the Philadelphia home office ran over $10,000,000 last year, and the agency plans to increase its billings 50% by 1963. Most of this increase is expected to come from the New York office.

■ Since January, 1958. the entire agency has added 16 accounts, with aggregate billings of $3,500,000. Of these, five are handled—in whole or in part—in New York.

Despite this growth, which inevitably is accompanied by a more formal business routine, beset with memos, meetings planned in advance, etc., Mr. Crothers is determined to maintain a young, informal, friendly personality for the New York operation.

"It's the best atmosphere for work to be done in, and it's also the personality that our clients bought. We don't want to change it on them," he said.

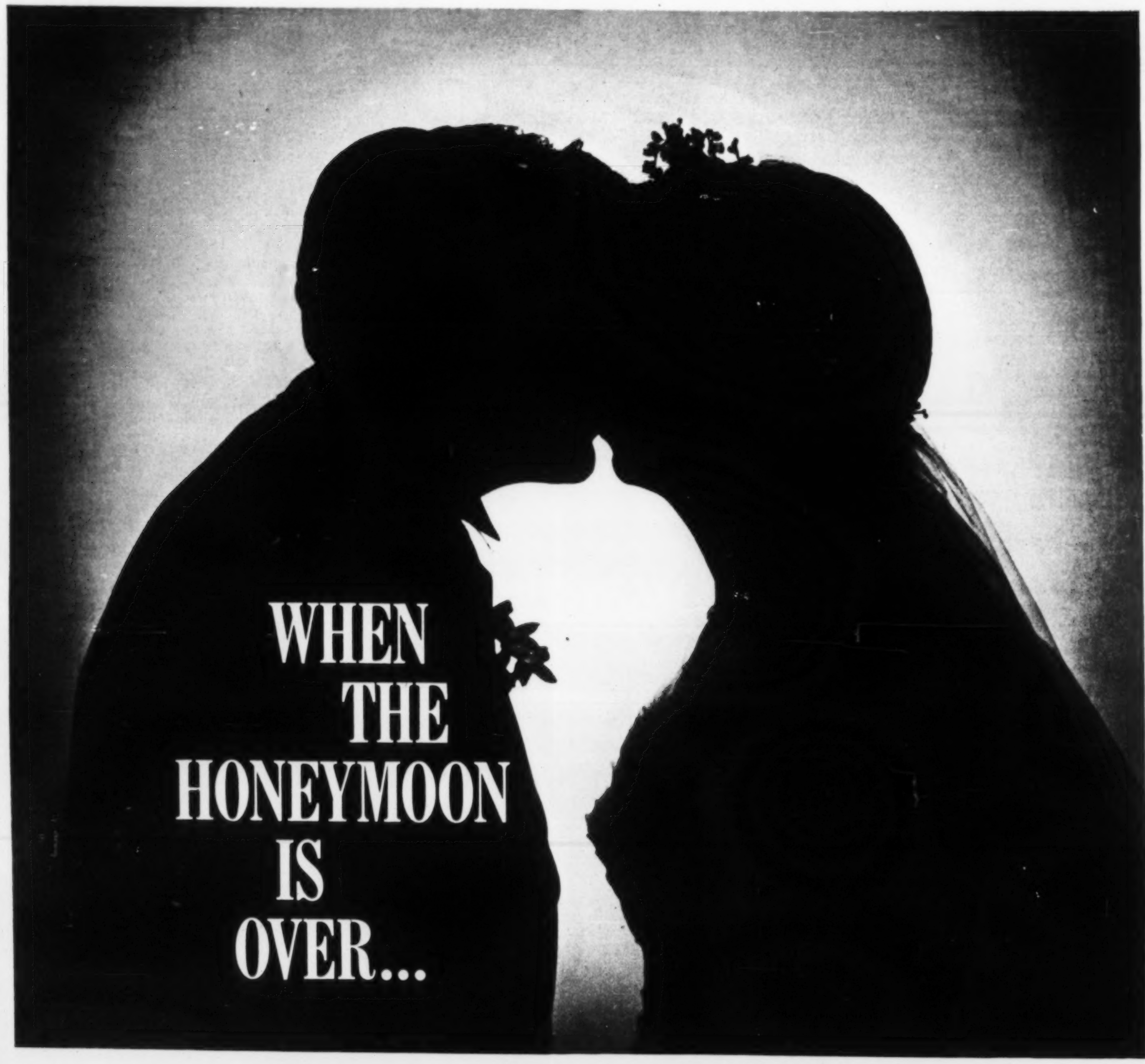
The average age in the office is 31, keeping up the Arndt policy of "blending the wisdom of age with the potential and stamina of youth" (AA, June 15).

"Youth is no handicap here," Mr. Crothers said, explaining that junior executives are hired on the premise that each will make his career with the agency and eventually end up in top management.

■ As the youngest member of the agency's "young management team," Mr. Crothers proves his own point. Arndt, Preston is his first and only employer. While attending the University of Pennsylvania, he worked at the agency during summer vacations. After graduation he served in Korea. In 1954 he joined the agency fulltime.

The New York staff has "literally no turnover"—other than attrition by marriage—as a result of the agency's policy of careful interviewing to insure that each new staff member will "fit like a glove" into the organization.

"Once we ascertain that a person has the qualifications for the job, then it's basically a question of personality—hence most interviews are informal, friendly sessions, usually over a cup of coffee in some convenient restaurant. And usually the applicant talks to



...whose products will they buy?

Bridal-Pax, the research-proven*, controlled sampling technique, can put your product way out front in the race for brand loyalty in the young-family market, just as it now does for leading advertisers.

Everything for the bride and groom . . . foods, drugs, cosmetics, promotional literature . . . all personally delivered in over ½-million attractive Bridal-Pax kits annually.

Product sampling the economical and flexible Bridal-Pax way enables you to pick your markets . . . regional or national distribution available.

For information about how to reserve this non-competitive sampling service for your product's 1960 marketing plans, write or call now: Bridal-Pax, Inc., 225 Lafayette St., New York 12, N. Y. WAlker 5-9996. *Fact Finders, Inc. survey.

BRIDAL-PAX
PRODUCT SAMPLING

James Crothers

six or seven Arndt people from both the New York and Philadelphia offices," Mr. Crothers said.

"We definitely try to promote people from within. Our assistant account managers become our account managers, who in turn become our account supervisors.

■ "We call them account managers, not account execs, to get away from the 'messenger boy' tag. We feel these people need all the prestige, all the trappings, we can give them. After all, there's no use going in humbly, bowing and scraping."

The agency's advertising philosophy starts out with the belief that an ad pays off in direct proportion to the merchandising put behind it. "We try to stay away from the heroic image of an ad being responsible for a company's success," he said.

"Instead, we believe that advertising is important, but only as part of an over-all campaign. Besides doing the ads, we want to help the company on research, package design, marketing plans (ranging from test marketing to specific retail promotions), publicity and promotion, and even territorial breakdown for salesmen.

"We feel we can only be successful if we face all the client's problems right along with him. The result is that it becomes very difficult to find out just who or what is responsible for the ultimate success of a campaign."

■ Mr. Crothers also has a salute for media representatives: "They are a tremendous help to us, and we rely on them heavily in planning for our clients. To illustrate, he cited media aid in lining up fashion shows for Buster Brown shoes, as well as setting up model rooms across the country for Drexel furniture.

"The caliber of media representatives has gone up tremendously, just since I've been in the business," he said, "and they are an important part of our service to our clients." #

Michigan Unit Names Alatalo

Michigan Advertising Distributing Co., Detroit, has appointed Richard Alatalo as its sales representative to specialize in publication mailing. Mr. Alatalo formerly was advertising manager of *Ford Facts.*

Hood Moves to W. B. Doner

Hood Chemical Co., Ardmore, Pa., has named the Philadelphia office of W. B. Doner & Co. to handle its advertising. Pritchard, Daniels & Dreher, Ardmore, is the previous agency of record.

SELL MORE ACROSS CANADA:

Sell with the Financial Post. Here are your most important prospects in Canada: nearly 80% of all Post primary readers are in business, professions, government (Gruneau Research). Sell more to Canada's biggest buyers with

The Financial Post
Canada's foremost business newspaper

481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2
1030 W. Georgia St., Vancouver 5

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.
A MACLEAN-HUNTER PUBLICATION

COVER THE

MUNICIPAL
MARKET
MAYOR
MANAGER
LAW
AND
ORDER

MAYOR and MANAGER covers the 7,683 (BPA) men who do the buying and planning for more than 6,000 U. S. communities with populations 1,200 or over. Show them how your product or service can help them do a better job and you've made a sale in the giant $35 billion municipal market.

LAW and ORDER covers the 7,415 (BPA) police executives who buy $2½ billion worth of police equipment and supplies. An average total circulation of 12,834 (BPA) makes it the most widely read police publication! Cover this vital group at less than 1½¢ per contact.

BPA

MAYOR and MANAGER
LAW and ORDER

72 W 45th St. • New York 36, N. Y. • MU 2-6606

JUST
ARRIVED...

...so has your product in a Gift-Pax kit

Gift-Pax product sample kits are personally delivered to over 3,000,000 new mothers yearly, right at the bedside in the hospital where their babies are born.

Products distributed by Gift-Pax arrive just when new buying needs arise, but before brand habits are established. The unique timing of Gift-Pax delivery makes a lasting impression . . . creates many new, repeat customers for products needed by young families.

Prominent national advertisers have achieved remarkable sales results for eleven years with Gift-Pax. Flexible distribution offers regional or national market coverage in the U. S. and Canada.

To reserve a place for your product in the select company of Gift-Pax products—all non-competitive—phone or write now to: Gift-Pax, Inc., 225 Lafayette Street, New York 12, N. Y. WAlker 5-9996.

GIFT-PAX PRODUCT SAMPLING

GLASS

Who can print it?
Your screen processor of course!
He will even print your
glass backwards!

Put Punch In Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

Training Public to React to Ads 'Like Animals' Is Futile: De Kempenaer

Papadopoulos De Kempenaer Kelly Tutching

FROM ALL OVER—*On hand for the season's opening luncheon of the New York chapter of the International Advertising Assn. were Chris J. Papadopoulos, managing director of Hellenic Advertising, Athens; Jonkheer W. Van Andringa De Kempenaer, the luncheon speaker; Elma Kelly, managing director of Cathay Advertising in Hong Kong, and Vincent Tutching of McCann-Erickson, president of the IAA.*

NEW YORK, Sept. 22—The president of the Netherlands Advertising Assn. questioned last week whether advertising may not be heading toward "the point of no return."

In a talk to the New York chapter of the International Advertising Assn., Jonkheer W. Van Andringa De Kempenaer assailed motivation research and the use of superlatives in advertising.

Mr. De Kempenaer, who is head of one of Europe's largest printing houses, Joh. Enschede of Haarlem, said that in using such techniques as motivation research and subliminal communication advertising may be headed for a victory that will mean its own defeat.

■ What is the purpose, he asked, in getting consumers to behave "like well-trained animals?"

He said the use of these new research methods raises the question, "How far should we go too far?"

Mr. De Kempenaer indicated that he could see little difference between subliminal advertising and brain washing.

Mr. De Kempenaer noted with approval that the British advertising agency association has prohibited its members from using any form of subliminal advertising.

The Dutch printing executive told the IAA members that the important point to keep in mind is that consumers not be deprived of the "right of freedom of choice."

■ Mr. De Kempenaer also urged that advertising "strike a new note" by getting away from the use of superlatives and false promises. He wondered whether it wouldn't be possible for toothpaste manufacturers to admit that one toothpaste cleans teeth as well as another.

He pointed out, in conclusion, that, "as you can see, I am more of an advertising enthusiast than an advertising expert." #

Hamilton-Skotch Acquires Hampden Specialty Products

Hamilton-Skotch Corp., New York, has acquired Hampden Specialty Products, Easthampton, Mass., a 30-year-old maker of bridge chairs and tables, juvenile furniture and metal outdoor furniture. Hamilton-Skotch, maker of Skotch Kooler and Skotch picnic equipment, will operate Hampden as a subsidiary. Combined sales of the two companies in 1959 is expected to be about $12,000,000. Hamilton-Skotch President Norman B. Orent says it is planned "to keep the production, sales, marketing and other activities of both companies intact." Each will maintain its own sales force. Petrick, Amandolare & Doynow, New York, handles Hamilton-Skotch. Sackel Co., Boston, handles Hampden.

Diners' Club Flies Western

Western Airlines has joined the group of services chargeable on Diners' Club cards. The airline, which operates in the western part of the nation and as far south as Mexico City, will accept the credit cards at its ticket offices. The credit card is also good on travel charges contracted for through more than 100 travel agencies.

Stotts Joins Clarke, Dunagan

Billie Stotts has joined the art department of Clarke, Dunagan & Huffhines, Dallas. Miss Stotts formerly worked for Pollock Paper Corp.'s folding box division, in Dallas.

---

the world of Jim Leary

...a $5,000,000-a-year oil jobber
(Is he spending for your products?)

JIM LEARY is co-owner, vice president and sales manager of the Lamson Oil Corporation, a Richfield jobber in Providence, R. I. Jim has an active work-day. Here he is at Booth Bros., a Lamson subsidiary and the site of one of four Lamson-owned bulk plants. Booth Bros. specializes in fuel oil sales and service. (Equipment makers note: Booth Bros. made 2,800 service calls last year.)

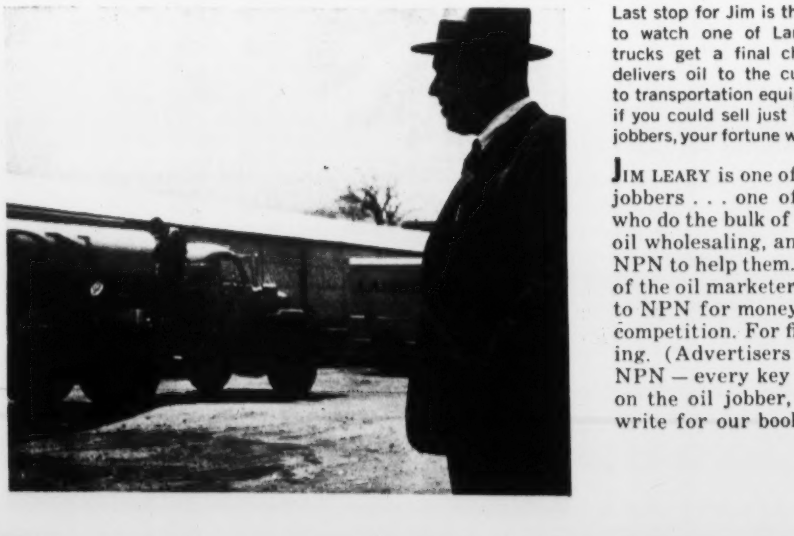
Then, back to the office to discuss a message received by the office Teletype machine. Clerical work is an important part of the Lamson operation, with its annual sales of $5 million. (Office equipment manufacturers: Lamson owns $25,000 worth of office equipment.) • Now to the warehouse to check on stocks.

Lamson owns three warehouses with a total area of 18,000 sq. ft. So far Lamson has not entered the TBA business. (TBA makers: Here's where your products could be . . . on their way to customers. Many jobbers, like Lamson, haven't yet taken on TBA programs.) • Lamson sells 20,000,000 gallons of fuel oil a year...

and must also be able to supply rapid oil burner repair service. Although Lamson has had two-way radio facilities for several years, Jim just bought a new self-powered system. (Note to any manufacturer: Jim, like most jobbers, is always looking for new and better ways of doing things.)

Jim inspects a worn bearing found on a truck by one of his service station mechanics. To keep its customers' cars rolling, Lamson maintains extensive repair facilities in most of its stations. (Repair equipment manufacturers: thousands of jobbers specify the repair equipment that goes into their stations.) • Next stop is one of four service stations currently being built by Lamson. (Service station equipment makers: Lamson specified all equipment for these stations.) • Alongside the main offices of the company is one of its service stations. In addition to the 20 stations it owns, Lamson leases 30 and supplies another 200. Total volume of gasoline and motor oil sold by Lamson: 10,000,000 gallons. (Specialty manufacturers: the people at Lamson are always looking for products and ideas that increase sales.)

RICHFIELD
RICHFIELD



Last stop for Jim is the loading yard to watch one of Lamson's twenty trucks get a final check before it delivers oil to the customer. (Note to transportation equipment makers: if you could sell just 50% of the oil jobbers, your fortune would be made.)

JIM LEARY is one of 16,000 U.S. jobbers . . . one of the 10,000 who do the bulk of independent oil wholesaling, and depend on NPN to help them. He's typical of the oil marketers — both independent and major-company — who look to NPN for money-making ideas and information to put them ahead of competition. For fifty years NPN has been the authority on oil marketing. (Advertisers note: at Lamson there are seven subscriptions to NPN — every key man at Lamson takes NPN.) For more information on the oil jobber, the market he represents, and how NPN serves it, write for our booklet, "The Almost Average Oil Jobber."

NPN
NATIONAL PETROLEUM NEWS:
For Oil Marketing Management
All paid Audited Circulation
A McGraw-Hill Publication
330 West 42nd Street, New York 36, N.Y.

FIRST

NEW YORK NEWSPAPER

WITH

3
COLOR
R.O.P.
New York Post

For Rates and Information Write or Phone New York Post
75 West St., New York 6, N. Y. • WHitehall 4-9000

Chicago Art Directors Club Sets Oct. 3 as Contest Deadline

The Art Directors Club of Chicago has set Oct. 3 as deadline for entries in its annual best-in-advertising contest. All print and tv work in the area bounded by Pittsburgh in the East and the Rockies in the West—and published, printed or telecast over the past 12 months is eligible. Ralph Eckerstrom, Container Corp. of America, is exhibition chairman.

The award winners will be shown at the club's anunal awards dinner Nov. 23 at the Palmer House. Winners, plus other entries, will be on display in the Prudential Bldg. from Nov. 24 to Dec. 4, and will be reproduced in the "ADCC 1959 Annual of Mid-America Advertising Art," which will be published following the exhibition.

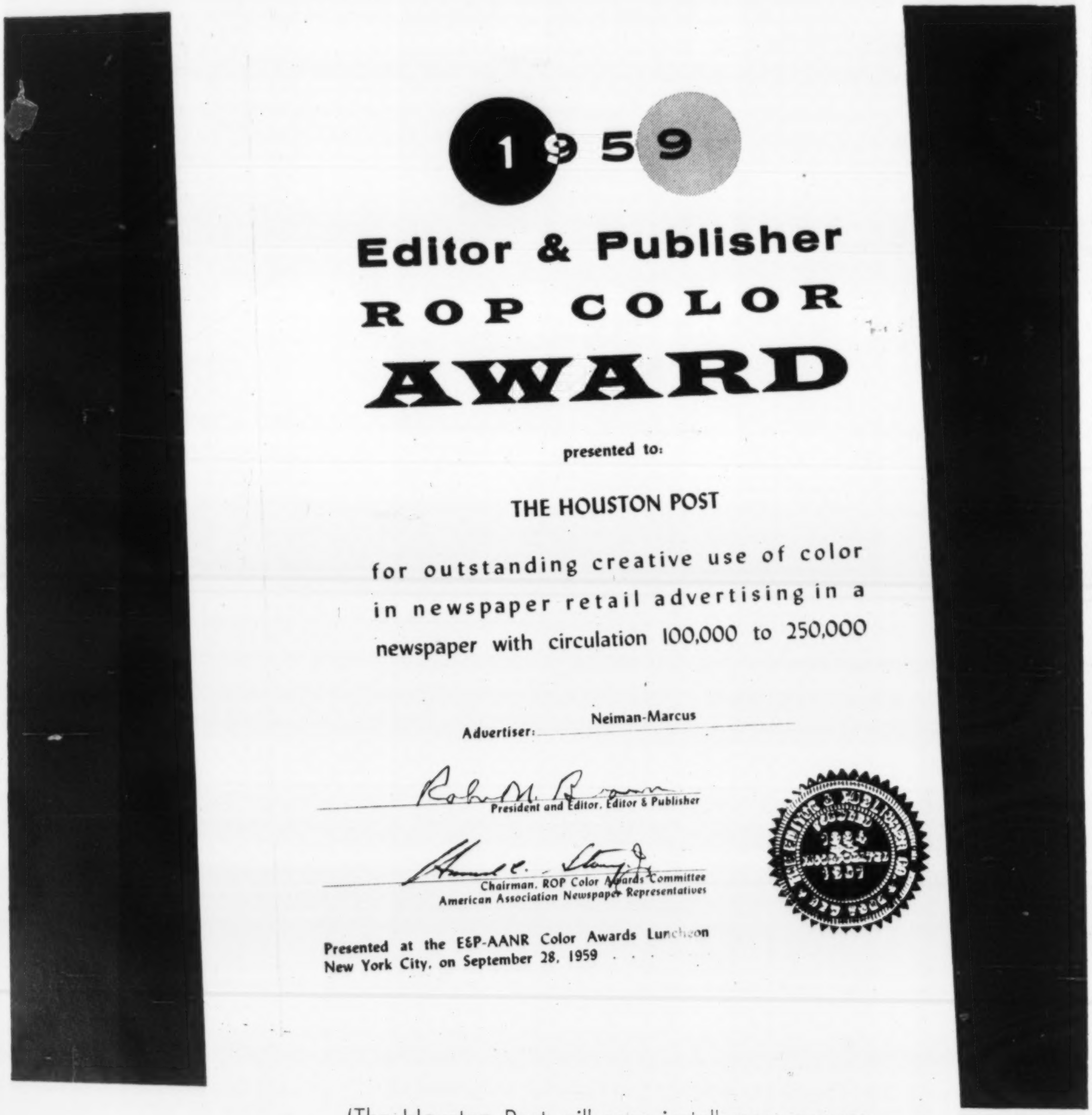
WESTERN HORSEMAN
Leader in the Western Equestrian Field
104,516—June 30, 1958
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Philco Forms Philco Italiana

Philco Italiano S.p.A., with headquarters in Milan, has been formed to manufacture and distribute Philco products in Italy under license from Philco Corp. S.A., Switzerland. Production will start with a complete line of tv receivers, to be followed by refrigerator manufacturing before the end of the year.

BofA Boosts Hildner, Solch

Bureau of Advertising, American Newspaper Publishers Assn., has appointed Charles M. Hildner, formerly eastern sales manager, to director of national chain sales, a new post. William J. Solch, formerly in the bureau's national sales department, succeeds Mr. Hildner as eastern sales manager.



1959

Editor & Publisher
ROP COLOR
AWARD

presented to:

THE HOUSTON POST

for outstanding creative use of color in newspaper retail advertising in a newspaper with circulation 100,000 to 250,000

Advertiser: Neiman-Marcus

President and Editor, Editor & Publisher

Chairman, ROP Color Awards Committee
American Association Newspaper Representatives

Presented at the E&P-AANR Color Awards Luncheon
New York City, on September 28, 1959 . . .

(The Houston Post will soon install more presses to make more color available to its advertisers)

THE HOUSTON POST **Houston's largest daily newspaper**

W. P. Hobby, Chairman of the Board   Oveta Culp Hobby, President and Editor

Represented nationally by Moloney, Regan & Schmitt

Hudnut Pulls Fashion Quick on 'Irritation' Plaints

MORRIS PLAINS, N. J., Sept. 23—Richard Hudnut has asked its outlets to withdraw the new Fashion Quick home permanent, introduced two months ago, pending replacement of the shampoo neutralizer contained in the package.

The action is the result of letters received by the company complaining of eye irritation. A new neutralizer is now in production and will be substituted for the neutralizer in the original carton "as rapidly as possible."

Hudnut, a division of Warner-Lambert Pharmaceutical Co., reports that it is "working closely with the Food & Drug Administration" on the problem. While the company said it was responsible for initiating the action, it has nevertheless kept the FDA apprised of its moves and has checked out its actions and the letters that went out to the trade last week with the governmental body. Outlets have been asked to "set aside" their stocks and retain them until the replacement is accomplished.

▪ At this point there has been no cancelation of advertising, nor are any changes expected; the company said it was "playing it by ear," meaning it may decide to make some changes in the future.

The company emphasized that the "set aside" request does not apply to Quick home permanent, which has been on the market for many years without a shampoo neutralizer.

The Fashion Quick package states that the neutralizer must be kept out of the eyes. In the trade letter, President George J. Abrams wrote: "Recently we started to get complaints of eye irritation, which, upon investigation, proved to arise from the fact that some users failed to keep their eyes closed while rinsing their hair and inadvertently got the neutralizer in their eyes.

"We are working as rapidly as possible to provide trade outlets with a revised and consumer-tested replacement neutralizer. This will be accomplished just as promptly as our production and distribution facilities can handle this enormous task."

The company declined to say how many packages of Fashion Quick were involved in the changeover. #

Egon Zehnder Leaves McCann, Joins Spencer Stuart

Egon P. S. Zehnder has resigned as vp in charge of McCann-Erickson's new office in Geneva, Switzerland, to become exec vp and director of Spencer Stuart International, subsidiary of Spencer Stuart & Associates, Chicago-based management consultant. Mr. Zehnder will open a European office for Stuart in Zurich, specializing in executive recruitment and market development services for U.S. companies operating abroad.

Mr. Zehnder, a native of Switzerland, joined McCann in New York in 1956 after graduating from the Harvard Business School. He was sent to McCann's Dusseldorf office in Germany last year and was shifted to Geneva this spring.

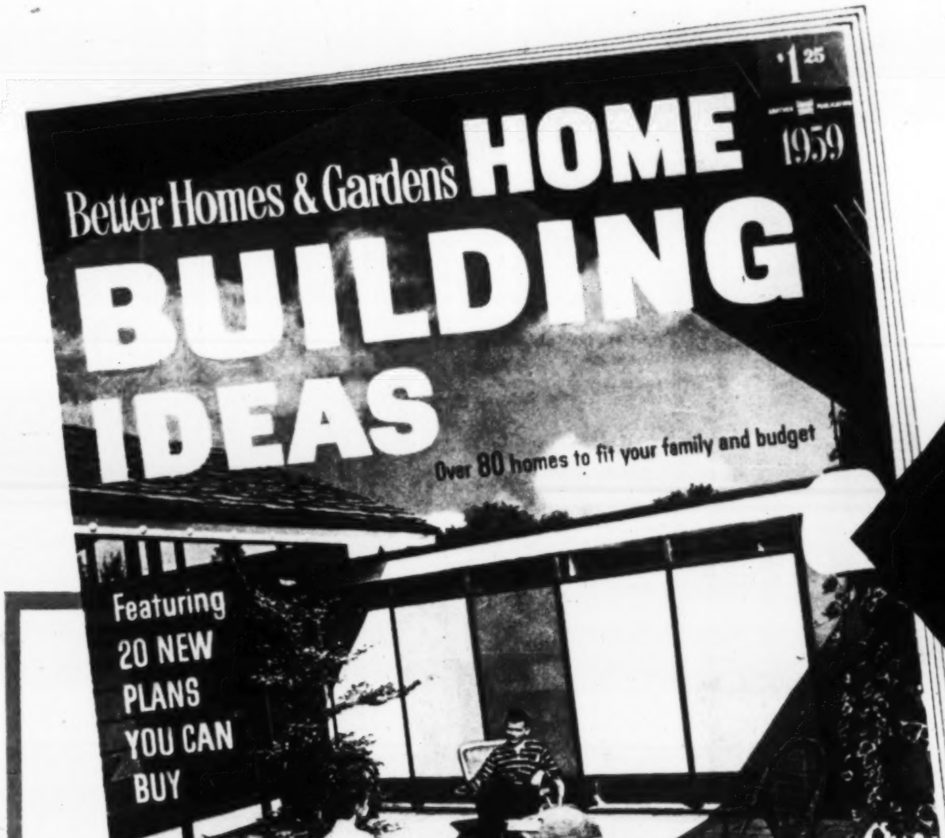
'Courier-Post' Boosts Goodman

William H. Goodman has been promoted from retail advertising manager to director of advertising of the *Courier-Post*, Camden, N.J. Mr. Goodman, who has been with the *Courier-Post* 13 years, succeeds Harold A. Stretch Jr., who resigned.

Catch 'em when they're ready to buy!

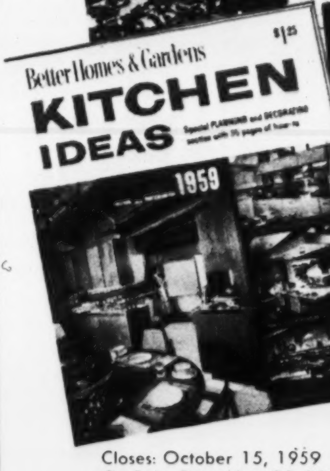
Better Homes & Gardens HOME BUILDING IDEAS

The first rule for catching people when they're ready to buy is: "Tell your sales story to people with money to spend." Next rule: "Tell it in an atmosphere that creates enthusiastic response." Better Homes and Gardens Idea Annuals attract the kind of readers who can afford to spend and are ready to buy. And every page is crammed with the kind of ideas that motivate sales!


$1.25
1959
Better Homes & Gardens HOME
BUILDING
IDEAS
Over 80 homes to fit your family and budget
Featuring 20 NEW PLANS YOU CAN BUY

1960 ISSUE CLOSES:
NOV. 16, 1959
ON SALE: JAN. 19, 1960
RATE BASE: 165,000

One-volume guide to home building and remodeling—especially timely this year when home building activity is again on the upswing. You reach active, immediate sales prospects in these pages.


Better Homes & Gardens
$1.25
KITCHEN IDEAS
1959

Closes: October 15, 1959
On Sale: December 22, 1959
Rate Base: 225,000

Better Homes & Gardens
1959
GARDEN IDEAS
OUTDOOR LIVING
EW ROSES FOR 1959

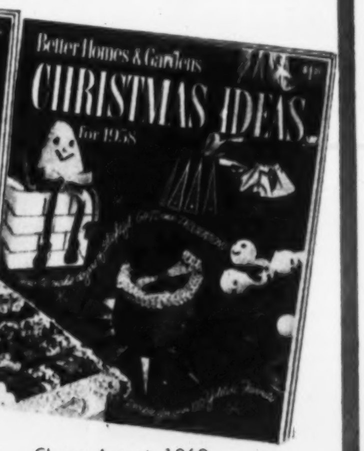
Closes: December 15, 1959
On Sale: February 18, 1960
Rate Base: 135,000

Better Homes & Gardens
HOME IMPROVEMENT IDEAS
1960
TO RESTYLE KITCHENS

Closes: June, 1960
On Sale: August, 1960
Rate Base: 165,000

Better Homes & Gardens HOME FURNISHINGS IDEAS for 1960

Closes: July, 1960
On Sale: September, 1960
Rate Base: 450,000


Better Homes & Gardens
CHRISTMAS IDEAS for 1958

Closes: August, 1960
On Sale: October, 1960
Rate Base: 550,000

MEREDITH OF DES MOINES...

America's biggest publisher
of ideas for today's living and tomorrow's plans

RCA Service Names Tait

William F. Tait has been appointed manager, marketing, government service of RCA Service Co., Camden, N. J. Mr. Tait was formerly administrator of field operations for the international division of Ford Motor Co.

MANHATTAN'S DISTINGUISHED APARTMENT RESIDENCE
IN THE AREA OF ACHIEVEMENT OFF THE UNITED NATIONS PLAZA

Maid, Valet Service
Package Room
Indoor Garage

333 EAST 46th STREET / NOW RENTING
20 Stories and Penthouse / 2 to 6 Rms. / Rental Office on the site / Open Daily and Sundays, 10:00 A.M. to 7:00 P.M. / MUrray Hill 2-0925 / From $155
Rental Agent: CHARLES H. GREENTHAL CO., INC.
20 East 46th Street / MUrray Hill 7-7070

Norman LeVally, 54, Veteran Chicago Agency Man, Dies

LAND O'LAKES, WIS., Sept. 23—Norman W. LeVally, 54, veteran Chicago agency owner and executive, died here last night.

Born in Chicago, Mr. LeVally worked for Frigidaire and Curtis Publishing Co. before joining Leo Burnett Co. in 1940. He left Burnett in 1946 to found Shaw, LeVally Inc. with John W. Shaw, another Burnett alumnus.

Norman LeVally

In 1947 the agency was split into two separate agencies, John W. Shaw Advertising and LeVally Inc. Mr. LeVally headed up his agency until 1951, when he dissolved it for reasons of health. The agency was billing $4,500,000 at the time.

■ Mr. LeVally stayed out of the agency field until April, 1952, when he joined MacFarland, Aveyard & Co. He moved over to Walker B. Sherrif Co. in June, 1953, and later served as president of this agency, which later changed its name to Sherrif, LeVally Inc. The Sherrif agency was dissolved two years ago and Mr. Sherrif joined Roche, Rickerd & Cleary.

Mr. LeVally returned to the Burnett agency in 1954 as an account supervisor, was made a vp in 1956 and became a member of the plans board in 1958. He was a resident of Chicago.

CLARK FARBER

TAMPA, Sept. 23—Clark Farber, 49, circulation director of the *Tampa Times* and the *Tampa Tribune*, was killed by lightning Sept. 19 at Palma Ceia Country Club near here in a freak accident that also killed another person, Dr. John Gottsch, 36-year-old orthopedic surgeon, and dazed five others.

Mr. Farber, a native of Goshen, Ind., had been circulation director of the Tribune Co. here since 1950. He had held a similar position with the *Miami Daily News*, after working for Atlanta newspapers for a number of years.

He was co-editor of the "Newspaper Carrier Handbook," published by the Southern Circulation Managers Assn., of which he was a past president. He was also a board member of International Circulation Managers Assn.

Active in civic affairs, Mr. Farber was president of the Tampa Kiwanis Club in 1958 and recently had been nominated as Kiwanis district governor in the Tampa area. He was a former president of the Community Coordinating Council and a current member of the Greater Tampa Chamber of Commerce.

JOSEPH E. McMULLEN

MILWAUKEE, Sept. 22—Joseph E. McMullen, 58, production manager of the *Milwaukee Journal* and a national authority on r.o.p. color, died Sept. 17 after being stricken with a heart attack at his home.

Born in Dubuque County, Ia., he came to Milwaukee in 1921 and worked for the *Journal*, the old *Wisconsin News* and as mechanical superintendent for the *Milwaukee Sentinel* before rejoining the *Journal* as color press foreman in 1939.

He became production manager in 1952 and a vp and a director of The Journal Co. in 1955.

■ Mr. McMullen held many patents in the graphic arts field, covering a range of developments from ink pumps to tension controls on high speed presses. He was a past chairman of the American Newspaper Publishers Assn. mechanical committee and the organization's research institute and projects committee. He also had served as president of the Great Lakes Newspaper Mechanical Conference.

WILLIAM H. EICHHORN

NEW YORK, Sept. 23—William H. Eichhorn, 63, account executive of Russell Kolburne Inc., died Sept. 13 of cerebral hemorrhage at his home here. He had been with the Kolburne agency for the past six months. Previously he had been a vp and account executive with Grant & Wadsworth for 22 years.

Born here, Mr. Eichhorn served in the 77th division in World War I and started his career in advertising immediately after the war, with Leddy & Johnson. He was active in the American Legion and the Veterans of Foreign Wars.

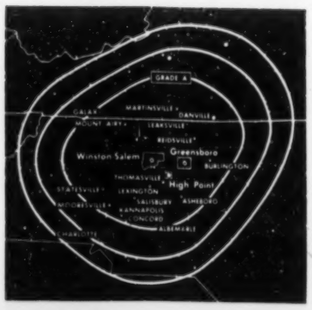
WSJS TELEVISION
has
GRADE A COVERAGE*
for a
BIGGER RETAIL SALES AREA
than any other
North Carolina Station
THIS FACT FACES YOU!

PROOF:

In North Carolina's biggest Metropolitan market, total retail sales within WSJS-Television's Grade A Coverage area come to $1,396,079,000. Only WSJS-Television offers this strong signal strength in its industrially rich Piedmont market.

WSJS television
Winston-Salem / Greensboro
MST

CHANNEL 12
Headley-Reed, Reps.

*


more sales leads than ever
from MEN READY TO BUY
(in all industrial markets)
LETTERS

● New Equipment Digest has an outstanding record of growth in acceptance and reader action. The average number of sales leads per page is now at an all-time high!

That's why your advertising in N.E.D. is the fastest, most economical way to:

1. Search for new applications for your products.
2. Contact new buying influences.
3. Find important new customers in any industry.
4. Maintain coverage of present customers and prospects in all industrial markets.

N.E.D. helps you accomplish all these important marketing objectives by reaching industry's most active buying group . . . when they're READY TO BUY.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EDITORIAL STUDY
An up-to-the-minute picture of industry's most active buying group. Helpful information for all industrial advertisers, including latest data on N.E.D. market coverage, readership and advertising results. Write or call for your copy.

NEW EQUIPMENT DIGEST
NBP
BPA

NOW OVER 83,500 COPIES (Total Distribution) IN OVER 44,000 INDUSTRIAL PLANTS

In LIFE Revlon reaches the right people

...no wonder so many women always reach for Revlon

According to Revlon management, "When a woman buys something to enhance her beauty, no matter what the price, it is a 'considered purchase.'

"This puts a great deal of pressure on Revlon's advertising media—and we don't mind saying that LIFE has produced under the pressure.

"LIFE's format, size and flair for color give us a perfect setting for beauty. And LIFE's proven ability to deliver an audience of millions of women who recognize and *buy* quality is an excellent foundation for our national advertising and promotion efforts.

"Our highly profitable association with LIFE began back in 1949. Because of the results, it shows every sign of continuing indefinitely."

Beauty may not be your business, but getting your advertising in the most favorable setting *is*. It's quite often the difference between dust-catching inventories and record-shattering sales.

And what could be more beautiful than record-shattering sales?

DRUGS & TOILETRIES

MAGAZINE	ADV. REVENUE
LIFE	$6,327,679
Ladies' Home Journal	4,893,372
Saturday Evening Post	3,872,361
McCall's	3,020,246
Look	2,747,639

Source: P.I.B. (Jan.-July, 1959)

Effectiveness is a fact of LIFE

Aetna Life Names Alspaugh

Douglas J. Alspaugh has been named assistant director of the advertising department of Aetna Life Affiliated Companies, Hartford, Conn. At the same time, James F. Goyette and H. Cranston Lawton have been named assistant managers, information and education department, Aetna Life, Aetna Casualty & Surety Co. and Standard Fire Insurance Co.

Small Store Survey Published

"Departmental Merchandising Results in Small Department Stores, 1956-58" has been published by the Bureau of Business Research, School of Business Administration, University of Michigan, Ann Arbor. During 1958, the report notes, the stores analyzed—in the north-central U.S.—had an operating loss of 0.5%, the first time this has happened since the 1930s.

Aldern Returns to KOA

John Aldern has returned to KOA, Denver, in radio sales after a year's absence. Mr. Aldern, who joined the station in 1953, resigned in 1958 to manage KZIX, Ft. Collins, Colo.

ART STUDIO + TYPESETTING + LETTERPRESS + SILKSCREEN + BOX EASELS & BINDERS

YOUR PITCH WILL BE ENHANCED

with the line up
of major league
Art Directors,
heads up
production,
and errorless
teamwork at
Rapid Art Service
304 East 45th Street
New York 17, N. Y.
MU 3-8215

Network Radio's Top Advertisers*

Based on Four Weeks Ending Aug. 9, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (Four Nets)	358	125,372
2	Liggett & Myers Tobacco (NBC)	377	118,950
3	Time Inc. (NBC)	185	89,767
4	Midas Inc. (NBC)	169	86,998
5	General Foods Corp. (Four Nets)	171	79,027
6	Ex-Lax Inc. (Four Nets)	157	66,228
7	Lewis Howe Co. (NBC)	124	60,344
8	American Telephone & Telegraph Co. (ABC, CBS, NBC)	237	58,504
9	Chevrolet-General Motors (CBS, MBS)	136	43,619
10	Socony Mobil Oil Co. (NBC)	116	35,220
11	American Motors (Automotive) (NBC)	88	33,038
12	General Mills Inc. (NBC)	88	33,038
13	Armour & Co. (NBC)	79	32,392
14	Grove Div., Bristol-Myers (CBS, NBC)	88	31,161
15	Hudson Vitamin Products (ABC, MBS)	104	25,863
16	Sterling Drug Inc. (CBS, MBS, NBC)	64	24,931
17	Greyhound Corp. (NBC)	80	24,581
18	Bristol-Myers Co. (CBS)	37	23,587
19	CBS Electronics—CBS Inc. (CBS)	50	23,393
20	Firestone Tire & Rubber (CBS)	48	22,898

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Liggett & Myers Tobacco (NBC)	283	83,356
2	R. J. Reynolds Tobacco (Four Nets)	223	72,388
3	Time Inc. (NBC)	135	62,271
4	Midas Inc. (NBC)	127	60,457
5	Lewis Howe Co. (NBC)	94	41,955
6	Chevrolet-General Motors (CBS, MBS)	122	40,943
7	Ex-Lax Inc. (Four Nets)	101	39,931
8	General Foods Corp. (Four Nets)	81	36,694
9	American Telephone & Telegraph Co. (ABC, CBS, NBC)	140	32,371
10	United Motors-General Motors (CBS)	68	32,192
11	Armour & Co. (NBC)	79	31,057
12	Wm. Wrigley Jr. Co. (CBS)	60	28,932
13	American Motors (Automotive) (NBC)	66	23,207
14	General Mills Inc. (NBC)	66	23,182
15	CBS Electronics—CBS Inc. (CBS)	50	22,058
16	A. E. Staley Mfg. Co. (ABC)	67	21,632
17	Bristol-Myers Co. (CBS)	36	21,539
18	Hudson Vitamin Products (ABC, MBS)	96	21,355
19	Carter Products Inc. (MBS)	90	21,137
20	Sterling Drug Inc. (CBS, MBS, NBC)	55	20,412

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Prepared with a toss by Johnny Conrad at The Sazerac Bar in The Roosevelt Hotel

SAZERAC

...old
New
Orleans
Favorite

Place ice cubes in old fashioned glass. Pour in two dashes Angostura bitters, 1 dash Peychaud bitters, 3 dashes simple syrup, one ounce rye whisky. Stir until thoroughly chilled. Coat inside of second old fashioned glass with one dash of absinthe substitute. (Try tossing glass upward with a twist to coat glass thoroughly.) Strain contents of first glass into second—drink!

WWL-TV... new
NEW ORLEANS
FAVORITE

The New Orleans television trend is all in favor of WWL-TV, a two-year-old "upstart" on the local scene.

You want a station that delivers the audience today and tomorrow—that's WWL-TV.

Sunday thru Saturday

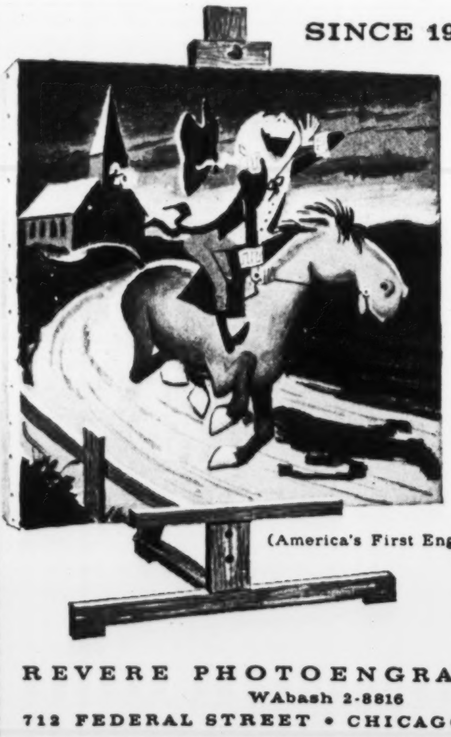
		WWL-TV	Station B	Station C
		%	%	%
July Nielsen	6-9 p.m.	42	42	15
	9-midnight	47	43	8
July ARB	6-10 p.m.	40.3	42.3	16.4
	10-midnight	46.8	45.3	8.3

Your Katz man will tell you about the New Orleans trend.

CBS WWL-TV
NEW ORLEANS

SPREADING THE NEWS

SINCE 1922



by DAY
and
NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

Murray E. Crain, 70, Associate Editor of Advertising Age, Dies

CHICAGO, Sept. 24—Murray E. Crain, 70, the first managing editor of ADVERTISING AGE, died at Presbyterian St. Luke's Hospital Sept. 20 after a brief illness. He was an associate editor of the publication at the time of his death, as well as a director of the company.

Starting in Louisville on the staff of the *Herald*, Mr. Crain saw service on the *New Orleans Times-Picayune* and *Cincinnati Commercial-Tribune* before enlisting in the regular Army at the beginning of U. S. entry into World War I. He saw overseas service with the American Expeditionary Forces, participating in action at Chateau Thierry, the Argonne and Verdun. He was discharged as a first lieutenant in the Twenty-ninth division. He was a member of the Chicago Post of the American Legion.

Murray E. Crain

Mr. Crain was editor of *American Paper Merchant* for several years, and joined Advertising Publications Inc. in 1925, serving as managing editor of *Industrial Marketing* and its annual *Market Data Book* before taking the AA assignment in 1930.

He is survived by his widow; two brothers—G. D. Crain Jr., publisher of AA, and Kenneth C. Crain, a member of the New York staff—and by a sister, Mrs. H. H. Barbour.

Funeral services were held Tuesday, with entombment at Memorial Park.

Louis de Garmo, Founder of Agency, Is Dead at 70

RIVERSIDE, CONN., Sept. 23—Louis de Garmo, 70, chairman of de Garmo Inc., New York agency, died of a heart attack at his home here yesterday.

Born in Milwaukee, Mr. de Garmo was graduated from New York Military Academy and the New Mexico College of Agricultural & Mechanical Arts. In 1915, he enlisted in the French air force and saw combat with the Lafayette Esquadrille in World War I. When the U. S. entered the war, Mr. de Garmo became an aviator in the U. S. Navy.

He never gave up flying. At the time of his death he was a colonel in the Civil Air Patrol, and an adviser to its Connecticut wing.

■ Following World War I he entered the advertising business as a copywriter with Lord & Thomas in New York. Subsequently he was associated with several other agencies, including Frank Seaman Co., Kudner Agency and Paris & Peart, as both copy man and account executive.

Ten years ago Mr. de Garmo resigned from Paris & Peart and formed his own agency.

Earlier in his career he was active in automobile racing and also became an amateur golfer of some distinction. In 1954 he published a book, "Play Golf . . . and Enjoy It."

His son John is now president of the agency.

HAROLD J. (DOC) COLTON

MILWAUKEE, Sept. 22—Harold J. (Doc) Colton, 60, veteran advertising, marketing and sales executive in the beer field, died Sept. 13 of a heart attack.

Mr. Colton was director of advertising, sales promotion and market research for Blatz Brewing Co. from 1947 to 1949. He served as general sales manager of the West Coast operations of Pabst Brewing Co. from 1949 to 1954.

In 1954 he returned to Blatz as vp in charge of sales, resigning the post in 1957. Later he joined Norman, Craig & Kummel, Chicago, and headed up merchandising on the Pabst account.

LIAA Nominates Officers

Life Insurance Advertisers Assn. has nominated the following slate of officers for 1959-60; Robert S. Keiffer, assistant vp for Metropolitan Life, nominated for LIAA president; John L. Briggs, director of public relations and advertising for Southland Life, for vp; George H. Kelley, exec assistant to vp in charge of marketing of New York Life, for secretary; Stanley M. Richman, vp of advertising, sales promotion and public relations of General American, for treasurer, and S. Alberta Stutsman, assistant ad manager for Massachusetts Mutual, for editor of *Life Advertiser*, the LIAA journal.

Publish Ad Collection

"Those Were the Good Old Days," a collection of American advertising from 1880 to 1930, has been published by Simon & Schuster, New York. The 448-page king-size volume contains more than 1,500 ads, all reprinted without any commentary. They were gathered by Edgar R. Jones, an executive with the employe relations department at General Electric, Schenectady. The book sells for $8.50.

KTVU's Two-City ID Okayed

The Federal Communications Commission has approved tv station KTVU's use of "San Francisco-Oakland" to designate its location and service area. The station, owned and operated by San Francisco-Oakland Television Inc., Oakland, transmits from Mt. San Bruno.

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**

A14, 19 W. 44th St., New York 36, N. Y.

THE GREATEST AUDIENCES EVER RECORDED BY A LOCALLY ORIGINATED PROGRAM IN CHICAGO TV HISTORY!!

Last Tuesday, September 22, WGN-TV originated the Chicago White Sox - Cleveland Indians game from Cleveland, Ohio from 7:00 P.M. - 10:00 P.M. Results overwhelmed network premieres and specials! *

- **High Half Hour Rating - 9:30-10:30 P.M.**

	Rating	Share
WGN-TV Sox-Cleveland/10th Inning	56.5	89%
Network B	3.3	5
Network C	1.1	2
Network D	2.9	5

Nearly 8 times the combined audience of the three network stations!!!

- **Average Half Hour Rating 7:00-10:00 P.M. ****

WGN-TV Sox-Cleveland	40.5	68%
Network B	4.3	7
Network C	7.5	13
Network D	7.3	12
Other	0.1	—

More than double the combined audience of the three network stations in prime time!

* ARB Coincidental

** Competition during the three hours included Dennis O'Keefe, Bronco, Laramie, To Tell the Truth, Wyatt Earp, Fibber McGee & Molly, Tightrope, Rifleman, Toast to Jerome Kern, Naked City, Andy Williams.

Proof again that WGN-TV gives Chicagoans the type of programming they want to see!

WGN Television
CHICAGO

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

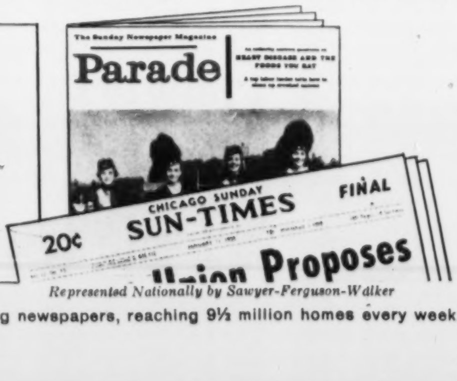
WANT MORE
CUSTOMERS IN
CHICAGO...

Per cent of families reached

POST	9%
LOOK	10%
LIFE	12%
READER'S DIGEST	19%
PARADE (COOK COUNTY)	34%

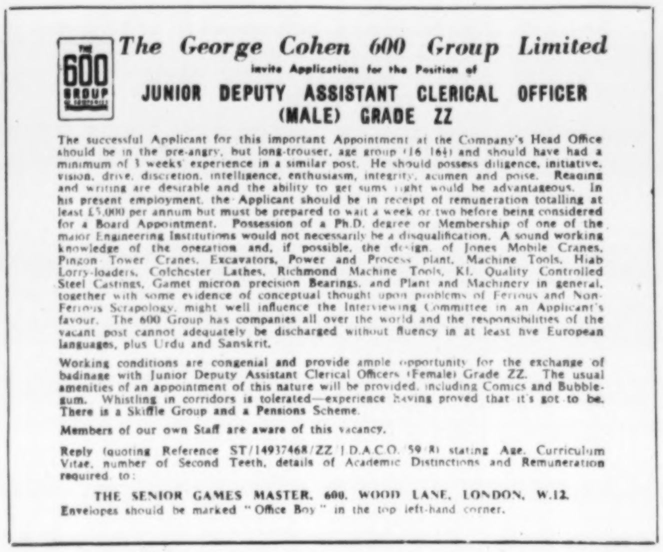
The things people of Chicago read about in the Chicago **SUN-TIMES** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE



Represented Nationally by Sawyer-Ferguson-Walker

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.



The George Cohen 600 Group Limited

invite Applications for the Position of

JUNIOR DEPUTY ASSISTANT CLERICAL OFFICER (MALE) GRADE ZZ

The successful Applicant for this important Appointment at the Company's Head Office should be in the pre-angry, but long-trouser, age group (16 16½) and should have had a minimum of 3 weeks' experience in a similar post. He should possess diligence, initiative, vision, drive, discretion, intelligence, enthusiasm, integrity, acumen and poise. Reading and writing are desirable and the ability to get sums right would be advantageous. In his present employment, the Applicant should be in receipt of remuneration totalling at least £5,000 per annum but must be prepared to wait a week or two before being considered for a Board Appointment. Possession of a Ph.D. degree or Membership of one of the major Engineering Institutions would not necessarily be a disqualification. A sound working knowledge of the operation and, if possible, the design, of Jones Mobile Cranes, Pingon Tower Cranes, Excavators, Power and Process plant, Machine Tools, Hiab Lorry-loaders, Colchester Lathes, Richmond Machine Tools, KL Quality Controlled Steel Castings, Gamet micron precision Bearings, and Plant and Machinery in general, together with some evidence of conceptual thought upon problems of Ferrous and Non-Ferrous Scrapology, might well influence the Interviewing Committee in an Applicant's favour. The 600 Group has companies all over the world and the responsibilities of the vacant post cannot adequately be discharged without fluency in at least five European languages, plus Urdu and Sanskrit.

Working conditions are congenial and provide ample opportunity for the exchange of badinage with Junior Deputy Assistant Clerical Officers (Female) Grade ZZ. The usual amenities of an appointment of this nature will be provided, including Comics and Bubble-gum. Whistling in corridors is tolerated—experience having proved that it's got to be. There is a Skiffle Group and a Pensions Scheme.

Members of our own Staff are aware of this vacancy.

Reply (quoting Reference ST/14937468/ZZ J.D.A.C.O. 59/8) stating Age, Curriculum Vitae, number of Second Teeth, details of Academic Distinctions and Remuneration required, to:

THE SENIOR GAMES MASTER, 600, WOOD LANE, LONDON, W.12.
Envelopes should be marked "Office Boy" in the top left-hand corner.

TOP SPOT—*British whimsy is still going strong. The George Cohen Group, leading industrial manufacturer in London, needed an office boy and advertised the opening with this classified ad in the Sept. 6 Sunday Times.*

Lenox to Boost New Line

Lenox Inc., Trenton, N.J., is using ads in *House & Garden*, *House Beautiful*, *The New Yorker* and *Town & Country* to spearhead a campaign promoting its new line of china giftware. Lighted island displays, newspaper mats, glossy prints and radio scripts are being made available to franchised Lenox dealers for tie-in with the national campaign. D'Arcy Advertising, New York, handles the account.

Copywriter Contest Opens

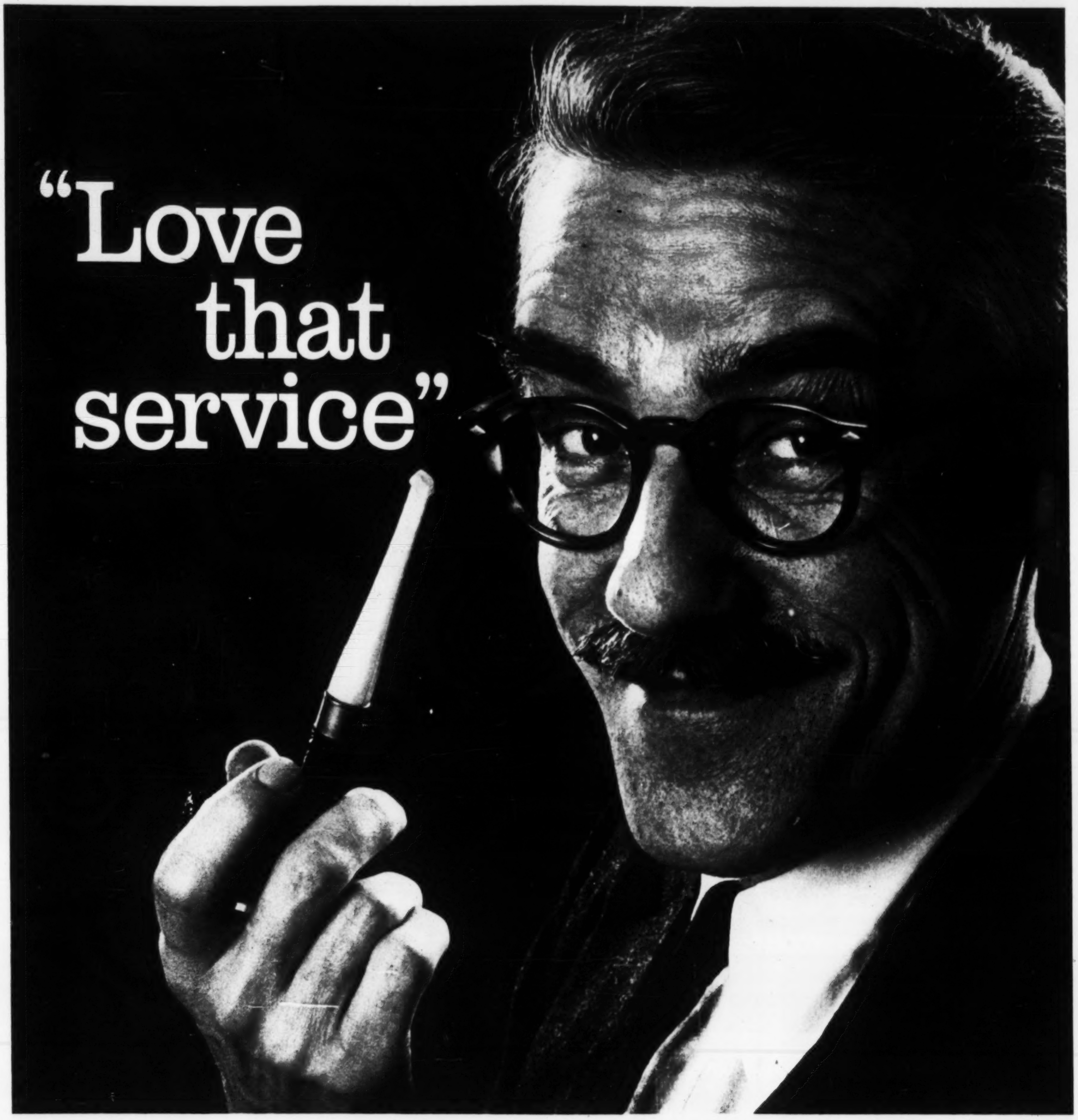
The third annual contest to select the "Copywriter of the Year" has been opened by the Chicago Copywriters Club. Entries of material can be made in seven categories, with the winners to be announced in November. Information is available from the club, 120 S. State St., Chicago. The deadline for entries is Sept. 30.

Kenyon Names Persons

The Robert T. Kenyon Co., New York, international publishers' representative, has appointed Persons Advertising, New York, to handle its advertising. Kenyon handles a number of leading European publications. A campaign for *The Economist* will begin in the October issues of *Industrial Marketing* and *Export Trade*.

ALMOST EVERYBODY IN PROVIDENCE CAME TO WJAR-TV's 10th ANNIVERSARY PARTY!

WJAR-TV · CHANNEL 10 · PROVIDENCE, R. I. · NBC · ABC · REPRESENTED BY EDWARD PETRY & CO., INC.



"Western Union Survey Service gathered the market facts I needed and got them to me fast."

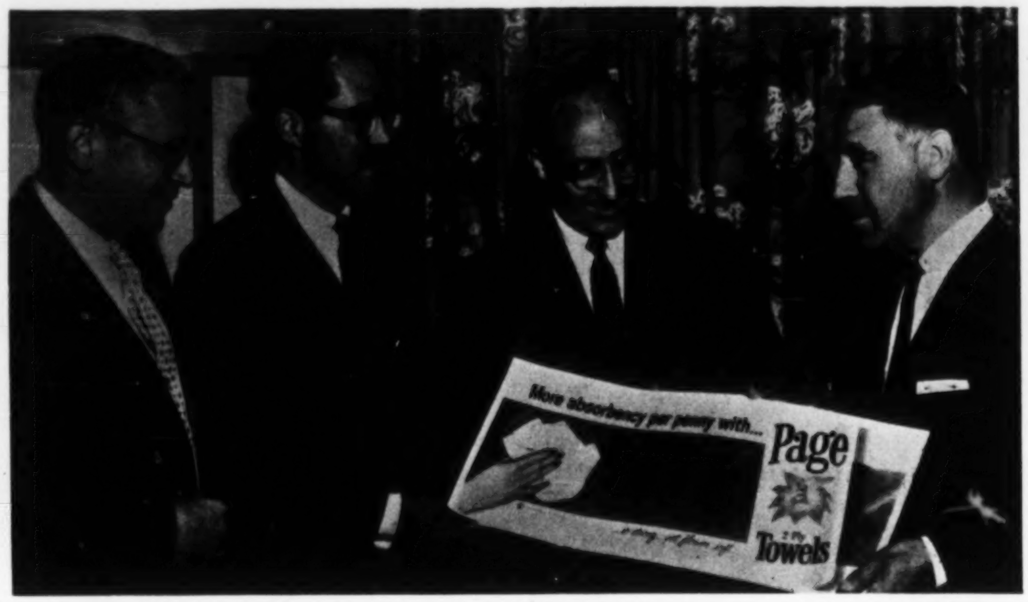
Arm yourself with *facts* by having Western Union get them for you. Spot check of radio or TV audience reaction, traffic counts or survey of buying habits—trained personnel in over 1,625 cities gather the data. Simply provide the questions . . . leave the answers to us!

WIRE US COLLECT for the complete story. Address: Western Union, Special Services Division, Dept. A-2, New York, New York.

PHOTO REVIEW

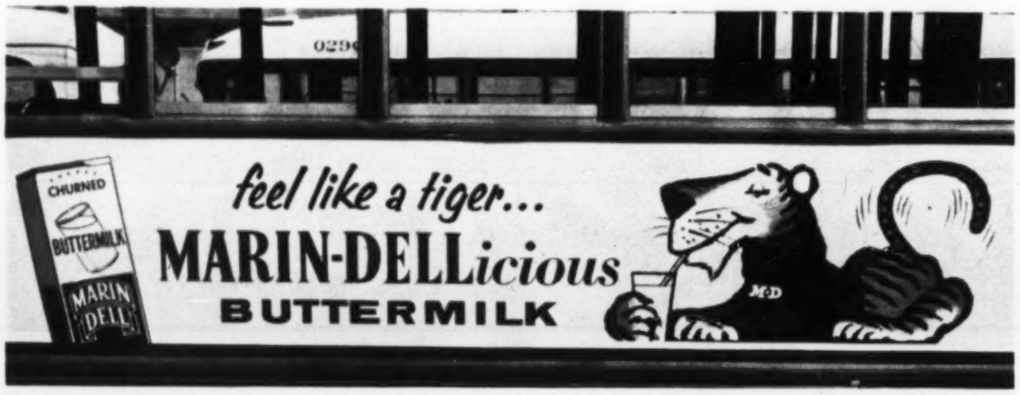
Berlin McNamara Deems

HOSTS AND GUESTS—*H. V. McNamara, president of National Tea Co., headed up a list of nearly 40 guests from the company at a Chicago luncheon hosted by Good Housekeeping. Richard E. Berlin is president of Hearst Corp., publisher of the magazine, and Richard E. Deems is exec vp of Hearst Magazines. Under discussion is the National Tea 60th anniversary promotion centered around the magazine's November issue (AA, Aug. 3).*


More absorbency per penny with...
Page
Towels

Manning Christiansen Weinfurter Grabin

BEST CAR CARD—*This car card for Page paper towels, one of a series of four used by Fort Howard Paper Co. in a special saturation campaign in Milwaukee buses, was chosen by Milwaukee agency men as the National Assn. of Transportation Advertising "car card of the month" for September. Judges included Joseph F. Manning, C. A. Mathisson & Associates; Robert L. Christiansen, Cramer-Krasselt Co.; Joseph T. Weinfurter, Al Herr Advertising Agency; and George Grabin, Arthur Meyerhoff & Co. Clinton E. Frank Inc., Chicago, handled the campaign for the paper company.*



HAPPY TIGER—*On this outside bus poster Marin-Dell Dairy, San Francisco, uses a happy tiger in a turtleneck sweater to show the contentment gained from the company's buttermilk. Other animals will be tied with other Marin-Dell products in future ads. Hoefer, Dieterich & Brown, San Francisco, is the*

Gilbert Gascon Dansereau McConnell

THE FIRST—*Foursome scanning first issue of Perspectives, new French-language edition of Canada's Weekend Magazine, includes John G. McConnell, president of Weekend and Perspectives; Pierre Dansereau, president of Le Nouvelliste, Three Rivers; Lt. Col. Oscar Gilbert, publisher of Le Soleil, Quebec City; and Pierre Gascon, editor of Perspectives.*

Banks Lewis Ziegler Warner Stone Emerson Edwards Bringe Reed McGee Meyer Warner

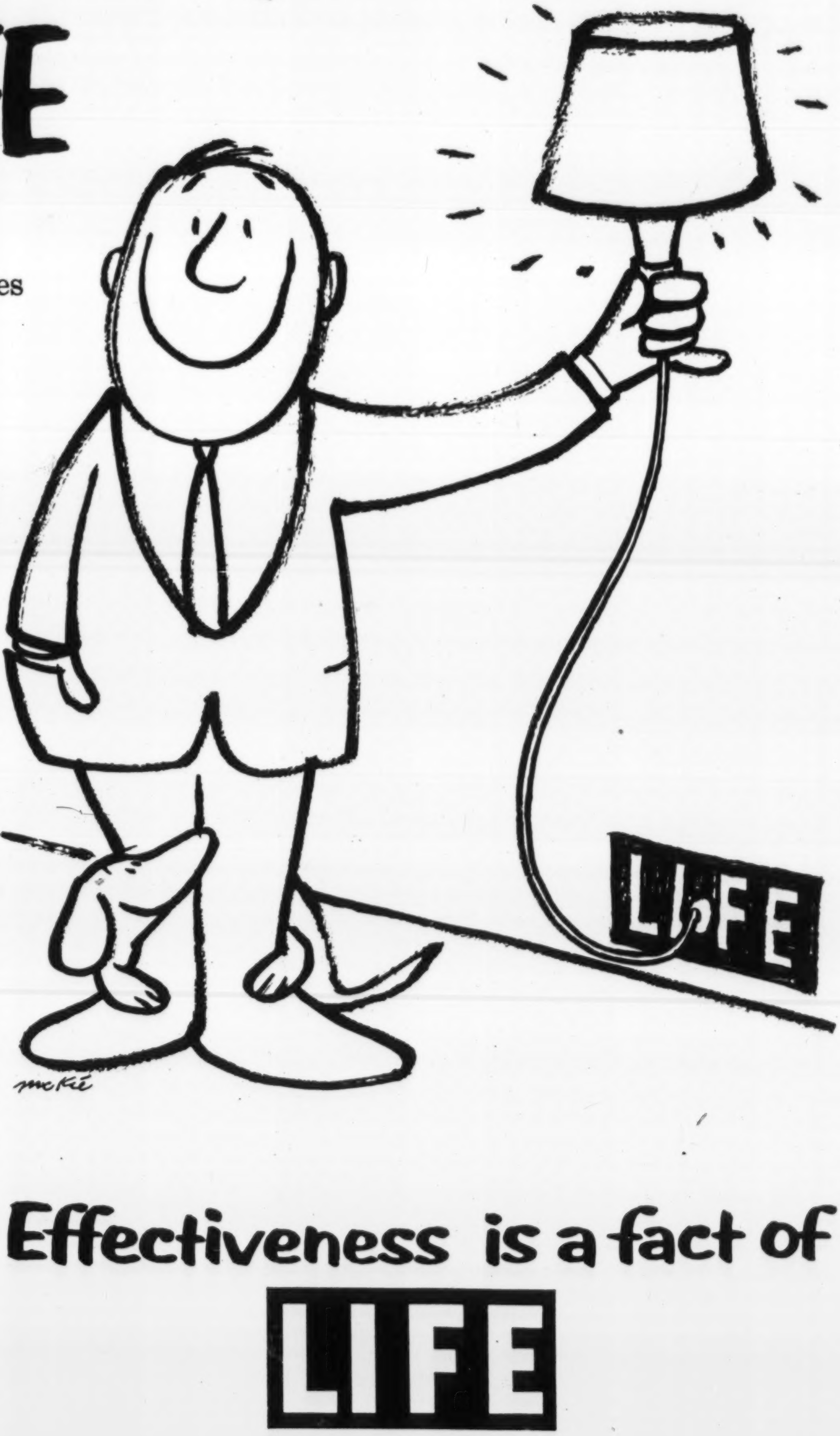
DIRECT TALK—*Chatting between sessions at the Direct Mail Advertising Assn. convention in Montreal (see story on Page 83) were Harold U. Banks, Sun Life Assurance Co. of Canada, Montreal; William W. Lewis Jr., Du Pont, Wilmington; Ferd Ziegler, McCann-Erickson, New York; John H. Warner, Aetna Life Insurance Co., Hartford; Robert Stone, National Research Bureau, Chicago; Andi Emerson, Eugene Stevens Inc., New York; C. H. Edwards, Heath Co., Benton Harbor, Mich.; Paul Bringe, Paul F. Bringe Inc., Milwaukee; Orville Reed, direct mail consultant, Howell, Mich.; Joseph J. McGee Jr., Old American Life Insurance Co., Kansas City; Otto Meyer, Wall Street Journal, New York; and John H. Warner, director of the advertising department, Aetna Life Insurance Co., Hartford.*

Sacks Box Fritz Meyer Gerity Schroeder Lee Knopf Quello Pomeroy Ellerman DeGroot

BROADCAST LINEUP—*The 11th annual convention of the Michigan Assn. of Broadcasters in Gaylord last week brought interested parties from Michigan and other states as well, including Allen Sacks, J. Walter Thompson Co., New York; John Box Jr., Balaban Stations, St. Louis; Charles Fritz, John Blair Co., Detroit; Monte Meyer, WILS, Lansing; James Gerity Jr., WNEM-TV, Bay City; Willard Schroeder, WOOD-TV, Grand Rapids; and Carl Lee, WKZO-TV, Kalamazoo. The new officers of the Michigan Assn. of Broadcasters include Elmer A. Knopf, WFDF, Flint, president; John Pomeroy, WILX-TV, Lansing, vp; Gene Ellerman, WWTV, Cadillac, new board member; and Don DeGroot, WWJ-TV, Detroit, new board member. James Quello, WJR, Detroit, is outgoing president.*

Edison Electric Institute charges up with LIFE

The Edison Electric Institute Promotes Better Living in LIFE



The electric light and power companies of the Edison Electric Institute had two aims: to develop, nationally, an all-electric buying attitude among consumers and to support local selling programs.

LIFE was the perfect outlet for them. Let the President of the Edison Electric Institute, Allen S. King, tell you why:

"I think the strongest proof of our faith in LIFE's effectiveness is the 30-page ad we co-sponsored in LIFE not long ago. This is the largest, longest ad in the history of LIFE

"We are offering consumers a more attractive way of living. LIFE offers a persuasive climate for this sort of sale. It also reaches a wide audience of readers who are alert and receptive to modern ideas . . . comfortably situated to be good prospects."

It's easy, economical . . . smart to sell with LIFE. It lights up an average of 31% of all U.S. households each week.

HOUSEHOLD EQUIPMENT & SUPPLIES

MAGAZINE	ADV. REVENUE
LIFE	$4,338,862
Saturday Evening Post	3,271,892
Better Homes & Gardens	2,462,655
Ladies' Home Journal	1,737,028
Good Housekeeping	1,699,143

Source: P.I.B. (Jan.-July, '59)

Effectiveness is a fact of

LIFE

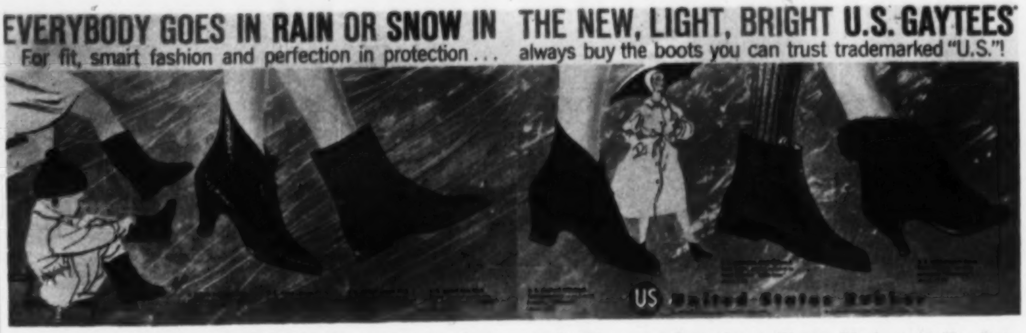
Housewares Festival

another reason why
HARDWARE RETAILER IS
ON TOP

This color spread in POST's October 3 issue sparks the first nationwide housewares promotion in hardware stores. And dealers read about it . . . like other industry leadership activities . . . *first* in Hardware Retailer.

Just one more reason to make Hardware Retailer your basic trade choice.

YOUR NO. 1 CHOICE
HARDWARE
RETAILER


EVERYBODY GOES IN RAIN OR SNOW IN THE NEW, LIGHT, BRIGHT U.S. GAYTEES
For fit, smart fashion and perfection in protection . . . always buy the boots you can trust trademarked "U.S."!
US United States Rubber

WATERPROOF BOOTS—*U.S. Rubber Co. will run this horizontal half-page spread in the October issue of Ladies' Home Journal as part of a major fall ad push. The company also will use Mademoiselle, Parents' Magazine, Seventeen and Vogue. Fletcher Richards, Calkins & Holden is the agency.*

August Sales of Chain Stores

	August 1959	August 1958	% Gain or Loss	8 Months 1959	8 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
[c]American Stores	$ 64,976,070	$ 65,514,279	— 0.9	$ 355,635,367	$ 366,067,840	— 2.9
Butler Bros.	19,208,013	17,073,361	+12.5	119,765,180	102,952,363	+16.3
Edison Bros.	8,860,861	8,694,182	+ 1.9	75,450,142	66,273,545	+13.8
Fishman, M. H.	1,317,162	1,514,414	—13.0	8,917,493	8,990,157	— 0.8
[b]Franklin Stores	4,328,913	4,029,310	+ 7.4	7,719,072	7,017,738	+10.0
Gamble-Skogmo Stores	13,940,942	11,019,567	+26.5	93,059,113	74,564,958	+24.8
Grant, W. T.	37,241,964	36,156,218	+ 3.0	265,002,765	234,485,124	+13.0
[c]Green, H. L.	10,731,513	11,320,156	— 5.2	69,987,992	69,063,100	+ 1.3
[e]Hartfield Stores	2,304,626	1,910,093	+20.7	12,898,824	11,516,309	+12.0
[c]†Interstate Dept. Stores	7,526,717	5,676,495	+32.6	44,562,658	34,022,576	+31.0
Kinney, G. R.	6,767,000	6,228,000	+ 8.7	48,287,000	40,089,000	+20.5
Kresge, S. S.	30,771,218	31,360,686	— 1.9	231,039,495	217,495,483	+ 6.2
Kress, S. H.	11,569,506	13,767,671	—16.0	88,788,454	90,042,857	— 1.4
Lane Bryant Inc.	5,616,021	5,546,636	+ 1.3	48,981,012	45,828,134	+ 6.9
Lerner Stores	13,774,326	13,901,244	— 0.9	99,206,961	92,677,542	+ 7.0
[c]Mangel Stores	3,951,737	3,216,203	+22.9	25,875,226	20,335,507	+27.2
McCrory-McLellan Stores	14,276,783	14,196,923	+ 0.6	102,870,828	98,117,029	+ 4.9
Melville Stores	8,664,772	8,300,506	+ 4.4	82,432,880	74,604,012	+10.5
[c]Mercantile Stores Inc.	12,708,000	12,680,000	+ 0.2	83,102,000	78,037,000	+ 6.5
Murphy, G. C.	19,163,239	17,730,174	+ 8.1	136,153,830	117,867,025	+15.5
National Shirt Shops	1,588,822	1,487,111	+ 6.8	12,114,113	11,212,060	+ 8.0
Neisner Bros.	5,316,488	5,588,094	— 4.9	39,809,430	38,373,559	+ 3.7
Newberry, J. J.	19,730,784	18,759,797	+ 5.2	135,876,648	123,885,283	+ 9.7
[c]Penney, J. C.	125,391,656	121,560,275	+ 3.2	724,697,420	671,072,341	+ 8.0
[d]Sterchi Bros.	1,750,196	1,447,123	+20.9	9,317,401	8,243,140	+13.0
Western Auto	24,883,000	21,800,000	+14.1	178,516,000	145,464,000	+22.7
White Stores	5,002,247	4,442,065	+12.6	34,037,063	29,231,631	+16.4
[a]Winn-Dixie	52,911,195	48,412,271	+ 9.3	104,567,013	95,641,604	+ 9.3
Group Total	$ 534,273,771	$ 513,332,854	+ 4.1	$ 3,238,671,380	$2,973,170,917	+ 8.9
FOOD CHAINS						
Colonial Stores	33,389,023	32,411,238	+ 3.0	296,267,017	289,062,648	+ 2.5
Grand Union	56,286,692	45,939,973	+22.5	307,655,656	234,612,975	+31.1
Jewel Tea	34,354,511	31,853,886	+ 7.9	280,156,650	263,439,092	+ 6.3
Kroger Co.	140,353,819	130,897,501	+ 7.0	1,292,887,021	1,207,994,569	+ 7.0
Safeway	183,533,191	168,814,025	+ 8.7	1,607,379,101	1,504,280 893	+ 6.9
Group Total	$ 447,917,236	$ 409,916,623	+ 9.3	$ 3,784,345,445	$3,499,340,177	+ 8.1
MAIL ORDER						
[c]Aldens	9,431,234	8,291,190	+13.8	55,772,515	48,287,261	+15.5
[c]Sears, Roebuck	366,324,361	343,278,620	+ 6.7	2,319,153,524	2,097,164,738	+10.6
Spiegel	14,457,033	11,112,247	+30.1	105,864,645	72,764,034	+45.5
[c]Montgomery Ward	113,140,710	103,005,584	+ 9.8	660,389,013	575,219,176	+14.8
Group Total	$ 503,353,338	$ 465,687,641	+ 8.1	$ 3,141,179,697	$2,793,435,209	+12.4
DRUG CHAINS						
Peoples	6,966,120	6,219,767	+12.0	53,860,270	46,400,485	+16.1
Walgreen	24,822,942	22,874,864	+ 8.5	183,174,214	166,380 203	+10.1
Group Total	$ 31,789,062	$ 29,094,631	+ 9.3	$ 237,034,484	$ 212,780,688	+11.4
Combined Total	$1,517,333,407	$1,418,031,749	+ 7.0	$10,401,231,006	$9,478,726,991	+ 9.7

[a]8 Weeks. [b]2 Months. [c]5 Months. [d]6 Months. [e]7 Months. †August 1959 sales include sales of White Front Stores Inc., acquired April 1959.

Ad Council Aids Youth Meet

The Advertising Council will aid the anti-juvenile delinquency White House Conference on Children & Youth next March by preparing and broadcasting special messages on radio and tv stations and networks. They will aim to create broader public understanding of the conference and more active participation on preliminary state conferences, and to increase public understanding of juvenile problems. J. Walter Thompson Co is the volunteer agency for the campaign.

WGN-TV Issues New Spot Card

WGN-TV, Chicago, has issued a new rate card which increases its nighttime spot classifications from two to four—AA, A, B and C. Program classifications have been expanded from three to four—A to D. Basic rates for film or live programs in class A have been increased 24%, but the time period has been cut to 90 minutes from 120 minutes. Class B rates are up about 15%. The station has also eliminated class A program time on Saturday and Sunday.

Adams Named Exec VP

Russell S. Adams has joined ABW Enterprises, Cincinnati, as exec vp in charge of sales. Mr. Adams was formerly with U. S. Plywood Corp. ABW publishes a real estate yearbook and handles sales promotion, advertising and pr for a number of Cincinnati businesses.

ARB Surveys in New Office

ARB Surveys has moved its New York office to larger quarters at 11 W. 42nd St.

Tooker Named VP

Sterling T. Tooker has been named vp of Travelers Insurance Companies, Hartford, Conn. Mr. Tooker, who joined the company in 1935, will continue as an officer of the executive department.

CHAIN STORE AGE Drug Magazines

The #1 magazines in your drug store market

Comparative figures on advertising in drug trade publications. (Jan.-Dec., 1958.)

CHAIN STORE AGE
GAINED 46 PAGES

Magazine Ⓐ LOST 74 pages
Magazine Ⓑ LOST 93 pages
Magazine Ⓒ LOST 142 pages

(Above facts taken from *Media Comparison Records*.)

CHAIN STORE AGE Drug Magazines
2 PARK AVENUE, NEW YORK 16, NEW YORK
Boston • Chicago • Los Angeles

the number ONE magazines in your number ONE drug store market! CHAIN STORE AGE drug magazines
Executives and Managers Editions
2 Park Avenue, New York 16, N.Y.

THE TWO BLIND MEN IN ROCKEFELLER PLAZA

Here is a story we heard recently that we can't get out of our minds.

It was one of those sparkling days in May when everything seemed fresh and new again. The sky was a clear blue and the sun shining down on the flowers in Rockefeller Center made as pretty a sight as you'd ever seen.

You paused and enjoyed the view—then you saw him. He wore a sign that said "Blind" and he shook a tin cup that held only a few coins.

Farther on down the street you saw another blind man. His cup was half full and the sign he wore said, *"It's Spring and I'm blind."*

"It's Spring and I'm blind." Five words that reached right out and gripped you.

The point is... when you make people see with their hearts as well as their minds you reach deeper, and you bring them so much closer.

This is the magic of communications, the poetry of selling.

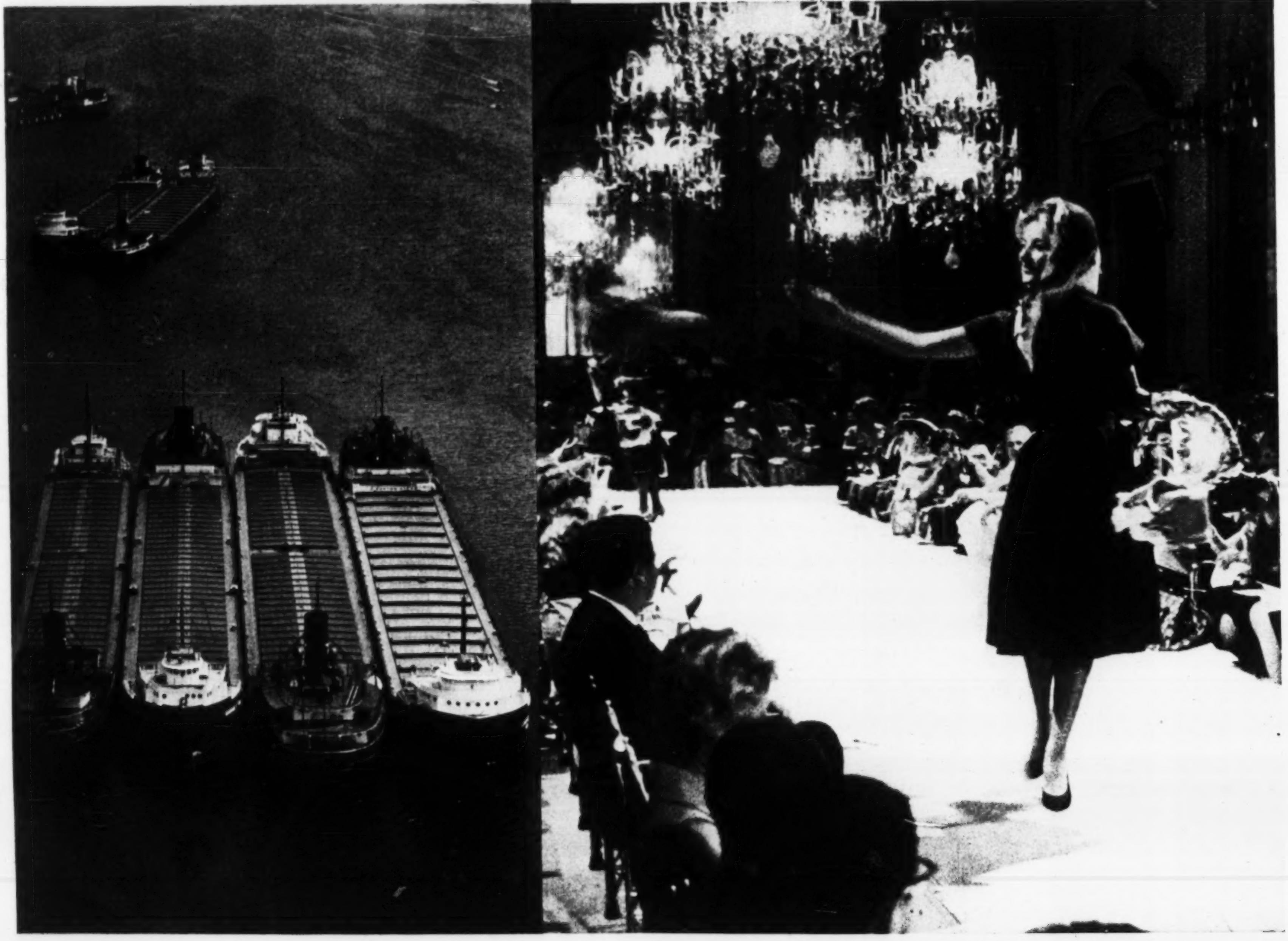
It calls for an understanding of people, of knowing what makes them laugh and cry and yearn and buy. And it's part of a large and fascinating process we at McCann-Erickson call *The Personal Approach.*

It isn't easy, but it is rewarding. You take all the knowledge and research you can get and then you make it live and breathe.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

all the news for business decisions

IDLE BOATS AND BUSY MODELS



From the pages of Business Week: small industries feel pinch as steel strike goes on . . . Italian fashion industry challenges Paris . . . high-alumina ceramics find new industrial uses . . . psychiatry gets an assist from electronics . . .

Newspapers, magazines, radio, television—all report events like these around the clock. But Business Week does more. It interprets the meaning of these events—and predicts the effects they may have on business decisions. This is Business Week's prime mission: to serve management—and management alone! Business Week's incisive, business-only reporting makes it uniquely useful. It attracts the greatest management readership per advertising dollar of all general, general-business and news publications.

Subscriptions to Business Week are solicited and accepted only from management men in business and industry. Company and position must be indicated on all subscription orders.

BUSINESS WEEK
A McGRAW HILL MAGAZINE

Feature Section

Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Figure Before You Merge: Groesbeck

Creative Man Pans Whisky Cliches

New Type of Retailer Cooperation

Andy Pins His Leather Medal on Bank

Picking Ten Out of Eleven . . .

Fairfax Cone Picks 10 Ads He Wishes He Had Done During the Past 11 Years

At the second annual Summer Workshop on Creativity in Advertising which Advertising Age sponsored in August, Fairfax M. Cone of Foote, Cone & Belding showed ten advertisements appearing over the past 11 years which he would have been proud to have created. His choices are detailed here, along with his reasons, and with some pungent comments on the basic job which advertising has to perform.

Fairfax M. Cone

By Fairfax M. Cone
Chairman of the Executive Committee,
Foote, Cone & Belding

It is necessary, I think, to begin these remarks with a disclaimer.

This is the sixth time in eleven years that I have been asked to more or less publicly review the current advertising scene, and choose a group of advertisements not the work of my company that I would like very much to have made.

Somehow, in this more than a decade, a number of people may have got the idea that I am a self-appointed judge of the best in advertising in any given year.

This is not the case.

* * *

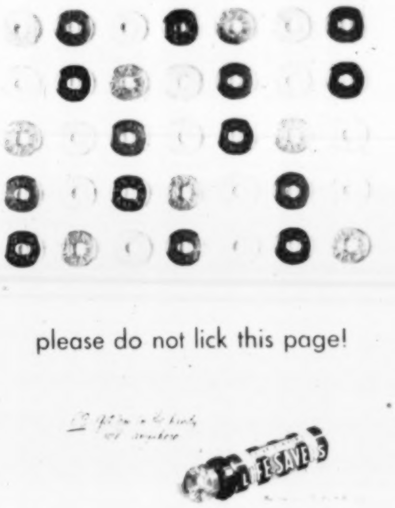
In October of 1949, the annual meeting of the Central Council of the Four A's was held in Chicago. Earle Ludgin was its chairman.

"Wouldn't it be fun," he said, "instead of a group of talks in generalities, to have a number of advertising practitioners choose a series of advertisements, made by others, that *they* would like to have produced, and tell why?"

"I think it would," I said. And I agreed to be one.

■ What happened was that I was the only one who accepted Earle Ludgin's invitation. And so I got into this business of choosing.

But let me tell you again that I am not trying to choose the "best" of anything. There must be a good many good reasons for the appearance and appeal of any number of good advertising campaigns that I couldn't possibly know.


please do not lick this page!
LIFESAVERS

Life Savers

I can only look at those whose appeal seems to me to be perfectly clear; and see with what skill I think they have been composed.

I can only look to see whether the message rises out of each advertisement to become an addition to my knowledge, or a welcome restatement of some important phase of it; or whether some technique of advertising obscures that message; or renders the whole effort unattractive.

■ Just so, the only thing I can possibly attempt here is personal opinion.

And the only justification I can make for this opinion is the simple, though I hope not unintelligent, reason that I would like enormously to have done each one of these campaigns.

* * *

For this selection I have looked back over eleven years to see which, if any, campaigns that I chose in 1949 and in subsequent years have survived the test of time with the advertisers concerned, and also survived my own changing tastes.

In this way, today, I am going to discuss briefly the ten magazine campaigns (other than any of our own) that have appeared during this period that I would like *most* to have had a hand in.

Why I am quite willing to stick to printed advertising here, and even more particularly, to magazine advertising, when something more than half of my professional interest today is in television advertising, is twofold:

In the first place, I think the basic elements must be the same in all good advertising; and, in the second place, I think every one of the campaigns I shall discuss could be done into television with ease.

■ Most television commercials, and some very good ones, could not be done into print at all. The hard thing is the print, where every element in the advertising must be fitted with every other one, to make the whole.

In television advertising the picture on the little screen has no competition; in any given second that picture and the words that accompany it are the total advertising experience.

Properly planned television advertising is the easiest kind in the world to make and make work: the fact that every television audience is essentially a captive audience can hardly be denied, any more than we can deny that one of the simplest movements anywhere turns an unattractive magazine or newspaper page—and leaves nothing in the way of advertising impression or experience.

* * *

Well, quite apart from being noted at all, a successful advertisement must also be remembered.

A successful *campaign* must have in itself such lasting qualities that it can be maintained for whatever the necessary periods of time, without essential change.

One of the chief aims of almost any advertising campaign should be to make clear the personality of either the product advertised or the maker of that product or, most happily, both.

■ It has been said before, and I must say it again, that advertising is only something you do when you can't send a person to explain your proposition; or—if you are dishonest—when to make your proposition clear through questions and answers, would kill it on the spot.

A Featured Presentation
From the Second Annual
Summer Workshop on
Creativity in Advertising
Sponsored by Advertising Age

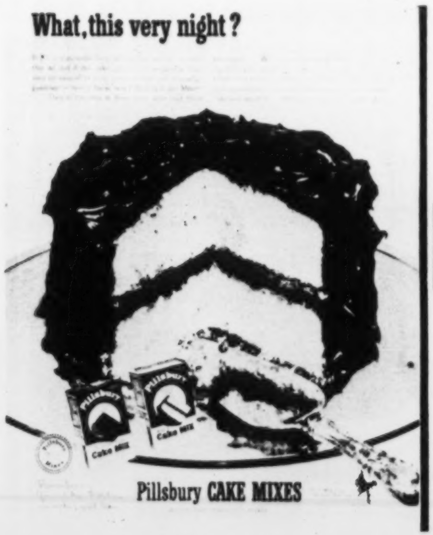
This is the way with certain products and a large number of courses in self-improvement and ways to make money by selling this and that, or by making something at home, that we all know about, and deplore.

But I am talking about honest advertising, and this is in the same overwhelming ratio to dishonest advertising that honest people are to both downright scamps and calculated fibbers.

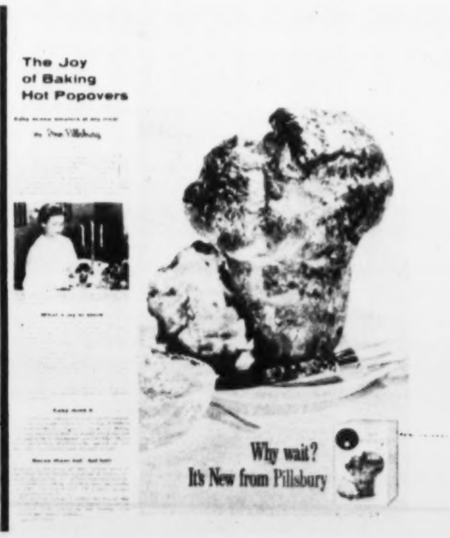
■ The reason for establishing and maintaining personality in advertising should be obvious on two counts. The first is simply the fact that advertising is a substitute for personal selling, and it should contain as many elements of personal salesmanship as it can.

Everyone likes certain salesmen and reacts badly to others. Advertising should be made to be as welcome as the *most* welcome salesman. And the best advertising is.

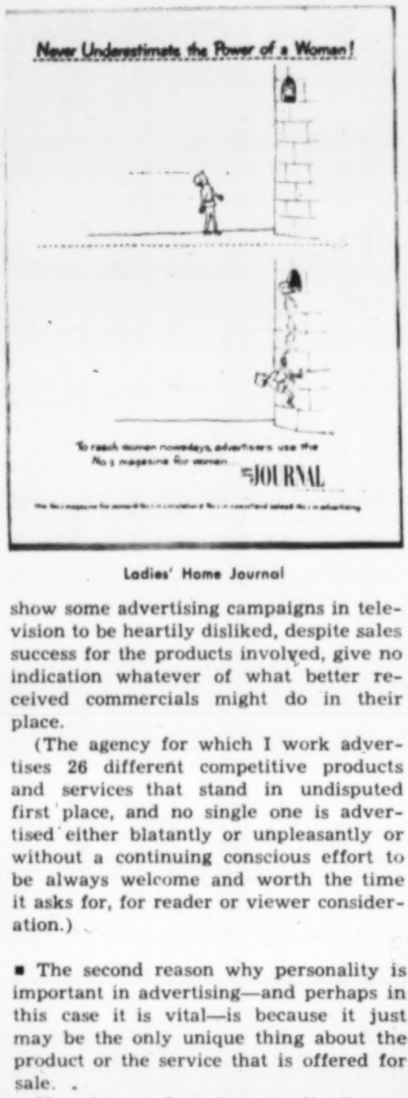
(Just here, let me say that surveys that



Pillsbury then . . .



. . . and now


Never Underestimate the Power of a Woman!
To reach women nowadays, advertisers use the No. 1 magazine for women
JOURNAL

Ladies' Home Journal

show some advertising campaigns in television to be heartily disliked, despite sales success for the products involved, give no indication whatever of what better received commercials might do in their place.

(The agency for which I work advertises 26 different competitive products and services that stand in undisputed first place, and no single one is advertised either blatantly or unpleasantly or without a continuing conscious effort to be always welcome and worth the time it asks for, for reader or viewer consideration.)

■ The second reason why personality is important in advertising—and perhaps in this case it is vital—is because it just may be the only unique thing about the product or the service that is offered for sale.

Very few products in mass distribution today are greatly or even noticeably different from their principal competitors, either in planning or formulation or manufacturing—for very long. Research and discovery and new technology and the brains and the means to capitalize these are not cornered by anyone in any industry in America today.

Advantages are the advantages of only a few months, or a few weeks. And so it is that the continuing agreeable, dynamic personality of most products, how the consumer *feels* about them, and the people who make them, become matters of utmost importance.

In case you have heard this before, and I am sure that most of you have, more than once, let me tell you why I repeat it today.

Advertising has a new responsibility to the manufacturing business in 1959 and this will grow. And it may be successful, or it may not. It will depend on how advertising is made and how it makes people react emotionally as well as logically to the various products, or things, involved.

It will depend upon making friends.

If the aim is right, the right feeling will follow. The friends will be there. If they aren't, I think you must regard it as extremely unlikely that either magazine advertising or newspaper advertising or national television advertising will be anything like as important in 1969 as these are today.

* * *

One of the fantastic things about advertising, quite aside from the lack of thought often brought to bear to make it, is the amazing fact that many of its users distrust it and wish they could do without it. Not only this, but they constantly do things to undermine it.

So little confidence have they in it that they actually set up activities that destroy its effect. I am sure this is unwitting. But I am equally sure that it is witless.

Witness the contests, the sweepstakes, the premium offers that follow each other like a crazy parade in magazines and newspapers and on the air in place of product selling.

■ Let me read you a group of headlines from current "advertising" (and I quote "advertising") campaigns:

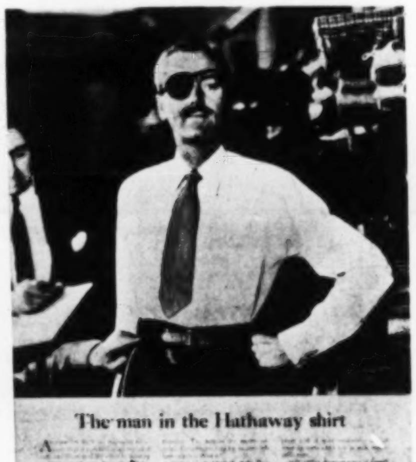
"Win $10,000." "Win $10,000 and a refrigerator." "Win $50,000." "Win your weight in gold." "Win your height in dollars." "Win a trip anywhere for two." "Win a deluxe swimming pool." "Win a Cadillac, Buick, Oldsmobile, Pontiac or Chevrolet." "Win not one but two Studebaker Larks." "Win your next Rolls-Royce."

So it goes. And while I am perfectly aware that some contests have been highly and continuously effective, they have never been so as a substitute for product advertising.

The Miss Rheingold elections through the years have rolled up votes in New York City alone, second only to the national Presidential totals; and Dial's oil well contests have had millions of entrants—with every entry accompanied by one or two wrappers. The Lever sweepstakes and the Pillsbury grand national bake-offs have been hugely successful. But each of these has been in addition to continuous product advertising, and not instead of it.

■ The run of mine contest, we are told, is not to get entries, but to get displays. And so are most sweepstakes and coupon deals.

And if this is the point, and these things are major efforts in place of advertising, their success can only be temporary. And at the dealer's mercy. Display is in the storekeeper's hands. He knows its value better than anyone. And only strong advertising for strong products can keep them in stock, and in competition against his own private labels, if he chooses to give *his* favorite brands the most important displays.


The man in the Hathaway shirt

C. F. Hathaway Co.

There is no easier way. There is no cheaper way. In the long run, I think there is no *other* way.

* * *

Products in competition need steadfast friends. And to make these and keep them, against cut-price and cut-throat competition, and massed private brand displays, is the No. 1 job of advertising today.

If it is not made thoughtfully and skilfully, and used consistently, then merchandising will be the order of the future. If it is, the strength of many national brands will be only historical facts in a new world of distribution. Its working will be in hands that already are itching and outstretchd.

Not to play into them sometimes is almost impossibly difficult. But every one of us should try each day.

* * *

The ten campaigns that I have chosen to cite here, out of all that I have scanned during almost a dozen years, have three things in common. Every single one has the pride in it, that what it has to say should be welcome.

It asks for no attention that is not, through its message, and by its manner, deserved.

If it is humorous, as it is in two cases, then it has an understood humor, as between two people; it is not comic for the sake of comedy. It is the message and not the humor that is the point.

■ Every one of these advertisements, as I have indicated, belongs to a campaign whose lasting qualities seem clear.

Three of the campaigns are campaigns that I would like to have made first in 1949; two came into being, or at least, into my range, in 1951. One was added in 1952; two appeared for the first time last year; one is a brand new campaign in 1959; and the tenth is one that, somehow, I have managed to overlook all through these years.

■ The second most important thing, to me, about each of these is that it is a copy of no other campaign. Tricks can be copied; and many ways of doing things. But when this is the case, personality is confused, and this, I think, is almost always fatal.

■ Third most important is the clarity with which each of these advertisements delivers its message and makes its promise.

It is unnecessary to read the ads in any case save one, where there is only a single word headline and no illustrations in any of the advertisements of the series.

In every other one, headlines lead from the illustrations or vice versa, to set up the promise for the text to explain. Together, they make the statement of the product offer.

There is no confusion possible.

■ It is interesting, I think, that some of these advertisements have long copy. And some, very short copy. But in the first instance, the clarity comes out of length; and in the second, greater length would only obscure and confuse the issue.

The only rule I know is to use every word that is required, and to beware of a single one more.

■ I shall make this point by a comparison between the initial advertisement in a campaign that I admired first in 1949, when it began; and one of the latest in this series that I saw only three weeks ago.

This first of the magnificent series for Pillsbury mixes (at left) says as clearly as anyone could, "You can make a cake just like this." And it proves in only 96 words that its promise is easily and quickly kept.

That was for a pretty but relatively plain cake. And there have been a lot more since; plain cakes and fancy cakes. But the advertising has never changed in any essential of either its personality or the clearness of its promises.

The latter is a vital point. Clarity. And this, as I said, determines the number of words.

Here is a current Pillsbury mix advertisement (at right).

Popovers have long been notoriously hard to produce in their proper pomp and circumstance. Pillsbury realizes this and sensibly takes 392 words to tell how come these now can be made by anyone—with Pillsbury's well kept former promises as an understated, understandable guarantee.

This is probably the series I would like most of all to have made.

■ But two others, chosen first in 1949 and continuing hale and hearty into 1959, perhaps because of their good humor and the confidence that is inherent in their complete lack of argument, always give me a feeling of warm affection in their presence.

The first of these, alphabetically, is for the *Ladies' Home Journal;* and the thing that I have admired about this series for 11 years is the chuckle that is in each advertisement, that we advertising people share with the *Journal;* about this dame that we both know, and by slyly proposing it shrewdly confirm that hers is the smarter sex . . . and all that goes with this to make a case for the *Journal* against all comers.

■ The Life Savers campaign is another that across these eleven years (though, of course, it is older than this) joins with the reader in a continuing series of patent exaggerations that lightly underscore a point that any heavier treatment could easily make ridiculous.

How loud can you shout, how much can you claim for a five-cent candy? Life Savers, in my opinion, knows exactly. And I would like to think that I would know as well.

Scores of advertisements in this sprightly campaign have maintained Life Savers' own personality, without even a nod to any other confection.

■ In 1951, there appeared the first of a magazine series whose effect on all advertising has remained both strong and constant, and good and bad. This was the initial insertion for Hathaway shirts in which the man with the eye-patch made his debut.

It is unlikely that any other campaign, at least in our time, has been so widely copied in the seeking of a startling device to break advertising monotony, and to borrow interest for products that in themselves are all too similar, or too prosaic despite even some sharp differences.

Most famous of all the descendants of the man with the eye-patch has been the tattooed man for Marlboro. What makes him notable is that he was not a copy. But rather, as I say, a descendant, and so legitimate. The others have been only imitations, and the effect of most of them has been bad because it has been nothing.

■ The very good effect, on a great deal of advertising, that has derived from the man in the Hathaway shirt has come from a realization in many advertising minds that you can write grown-up copy for grown-up products and that grown-up people will read it.

This, it seems to me, was the real contribution of this page that I first saw in *The New Yorker* in 1951, and that has been followed by equally appealing and instructive pages ever since.

The second among my choices for 1951 that have continued to impress me all through the years, was the program advertising for the Columbia Broadcasting System.

It depended on simple, authoritative reporting of facts; and it continues to build for CBS a feeling of confidence in its way of saying and doing things that

SEE?
SEE?
SEE?
CBS
CBS
CBS

Columbia Broadcasting System

10,000 NEW HOMES SOLD

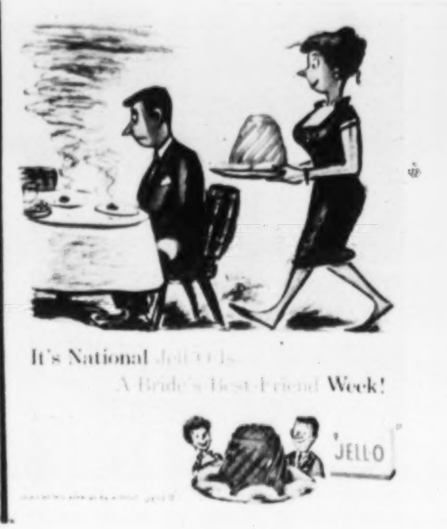
Each year, American Home awards citations to 54 builders in 18 states for the "Best Homes For The Money" in their areas. To increase consumer demand for good design, better workmanship, and nationally advertised quality products, American Home shows its readers more merchant-built homes than all other mass magazines combined. Last year, on opening weekends, over 450,000 prospects turned out in 39 major markets. Winning builders sold 2,000 duplicates of these homes, *plus* 8,000 more from other models on display. All of which proves American Home's ability to create action. It's 100% service . . . 100% sell.

AMERICAN
HOME

A Curtis Magazine read by 12,000,000 men and women

Now! Chocolate Chiffon—sheer pie delight
JELLO Chiffon Pie

Jell-O in 1952 . . .


It's National Jell-O Is A Bride's Best Friend Week!
JELLO

. . . and 1959

KRAFT PEACH PRESERVES
They're fresh-fruit good!

Kraft Foods

Wood? Gracious, no! It's modern Armstrong Linoleum
Armstrong FLOORS

Armstrong Cork Co.

is important to all of us in advertising that is one of the hardest of all kinds to make.

The current single-column series in *The New Yorker* is only the latest consistent expression of institutional stature through specific instance.

■ "See? If you either had, or have, or were, or are a 12-year-old daughter, you have lived dangerously, and you can do it all over again by tuning in a captivating new series called 'Peck's Bad Girl' Tuesday night at 9 on the CBS Television Network.

"The title of the series has been borrowed from the 19th Century classic of mischievousness 'Peck's Bad Boy' created by the late George Wilbur Peck, onetime Mayor of Milwaukee, Governor of Wisconsin, and one of the foremost humorists of his time. The gifted and experienced 13-year-old actress, Patty McCormack, plays the heroine of the present series, whose bewildering talent for creating havoc and inviting affection will be instantly recognized in every red-blooded American household."

The choice of adjectives alone would make these advertisements notable: Captivating. Foremost. Gifted. Experienced. Bewildering. Red-blooded. Good words!

■ In 1952, I added a sixth campaign that stands high in my list today. This was for Jell-O.

And if the illustrations have changed through the years from molded gelatin desserts to salads to puddings like this one (at left); and from animals to hungry children to characters out of Andersen and Grimm; and back again to puddings and pie fillings.

The personality has never changed. The confidence with which the various Jell-O promises have been made (and kept, I am sure) has never varied. Even with all the opportunities in more exciting foods, Jell-O advertising has been outstanding in its basic simplicity, and its objective of making and keeping friends. Here is the very latest example; this one from Whitney Darrow (at right).

■ In 1954, Jell-O, CBS, Life Savers, Pillsbury, Hathaway and the *Journal* were again among my ten. The other four campaigns that I liked so much that year either have run their course, or fallen on less happy days. And none remain in my list today. On the other hand, two truly fine campaigns that made their first appearance here in 1958, stand out equally strong this year.

■ The first, my seventh series, is for Johnson & Johnson's baby powder. And if you have the slightest doubt about its excellence I urge you to compare this advertising with that of its competitors ever since it first appeared. Compare it for the confidence that it inspires, both for the product and for its maker—to extend to all the things that bear that maker's label.

Johnson & Johnson

■ The other campaign that began last year, my eighth in this group, was for Polaroid Land cameras. And I could show you any one of 20 or more advertisements, and wish that I might have made any one.

This is an advertisement that has neither a headline nor a signature. So strong is its personality, so clear is its individualism and its character, that it needs neither one. Indeed, the *only* rule that is observed here is that good advertising must be arresting and its promise thereby, fulfilled.

When it is, as it is here, I guess there are no other rules.

Polaroid Corp.

Now, to my final two campaigns.

The first is to a series that is new in 1959; the only one I want to add from this year so far. As you can see, it is for Kraft jams and jellies. This particular page is for peach preserves. And its combination of picture and words leaves nothing that I know to be desired in an advertisement.

I only want some of those "peaches you see here, grown sweet and tender in the long summer sun . . . quick-cooked in (Kraft's) very special way."

■ My very last choice in these ten campaigns that I would choose, if I could, to have made, is one that has been running without any basic change for at least a dozen years.

I honestly don't know why I haven't chosen it before. I should have, for it illustrates precisely, and with enormous variation, one of the cardinal principles of good advertising—namely, that a really good approach need never be changed, but only varied.

Armstrong linoleum advertising continues through the years as fresh and appealing as I remember its first insertion.

Like Pillsbury and Jell-O and Hathaway, and the others here, Armstrong's promise has never changed; however, it lies in a field of very special interest. It is what you can do in a house or a room or an attic or a basement, with imagination; and with Armstrong's help.

And as far as I am concerned it can go on forever. It chooses its audience, of proud homeowners, as surely as any campaign I know. And there will always be a new one; new families coming into the market, needing the confidence Armstrong offers in sensible suggestions.

* * *

There your are.

I am only sorry that I haven't 20 choices to make.

For in other places I have pointed with relish to my competitors' advertising for Betty Crocker and Cream of Wheat and Green Giant peas; to Birds Eye, Wesson Oil, Ritz crackers and the California cling peach people, for Ford and Chevrolet and Cadillac, and Hertz Drive-Ur-Self; for Marlboro and Philip Morris and Lucky Strike cigarets; for John Hancock, New York Life, State Farm, Allstate, and Employers Mutual insurance campaigns; for Bufferin; and Pepsi-Cola and Guinness stout; for Macy's and Wallach's and Hart Schaffner & Marx; for the *Minneapolis Tribune* and the *New York Times* and *Puck—The Comic Weekly;* for a number of the campaigns for The Advertising Council; and for the house promotion of Cunningham & Walsh, J. Walter Thompson, and Young & Rubicam.

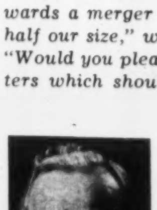
■ And if I had 23 campaigns to talk about today, I would surely pick ten more out of the years from this group! Only, perhaps, adding two or three, out of sentiment, that I *have* had a hand in. #

Agencies Ask Us . . .

Do All Your Figuring Before You Merge

By Kenneth Groesbeck
Agency Consultant

"We are taking preliminary steps towards a merger with an agency of about half our size," writes a Wisconsin agency. "Would you please outline for us the matters which should be settled in advance, to avoid later misunderstandings? We don't mean compatibility, which in this case is self-evident. Nor do we mean satisfactory billings, and character of accounts as non-conflicting. All these things we have ironed out. We mean what we may not have thought of.



Kenneth Groesbeck

"By the way, the smaller outfit, now contributing a billing half the size of ours, wants eventually to arrive at equal ownership with us, and to this end they are willing to buy stock in the combined company to equalize their holdings with ours. Thus their contribution to working capital will offset their smaller billing. Or will it? Your help will be appreciated."

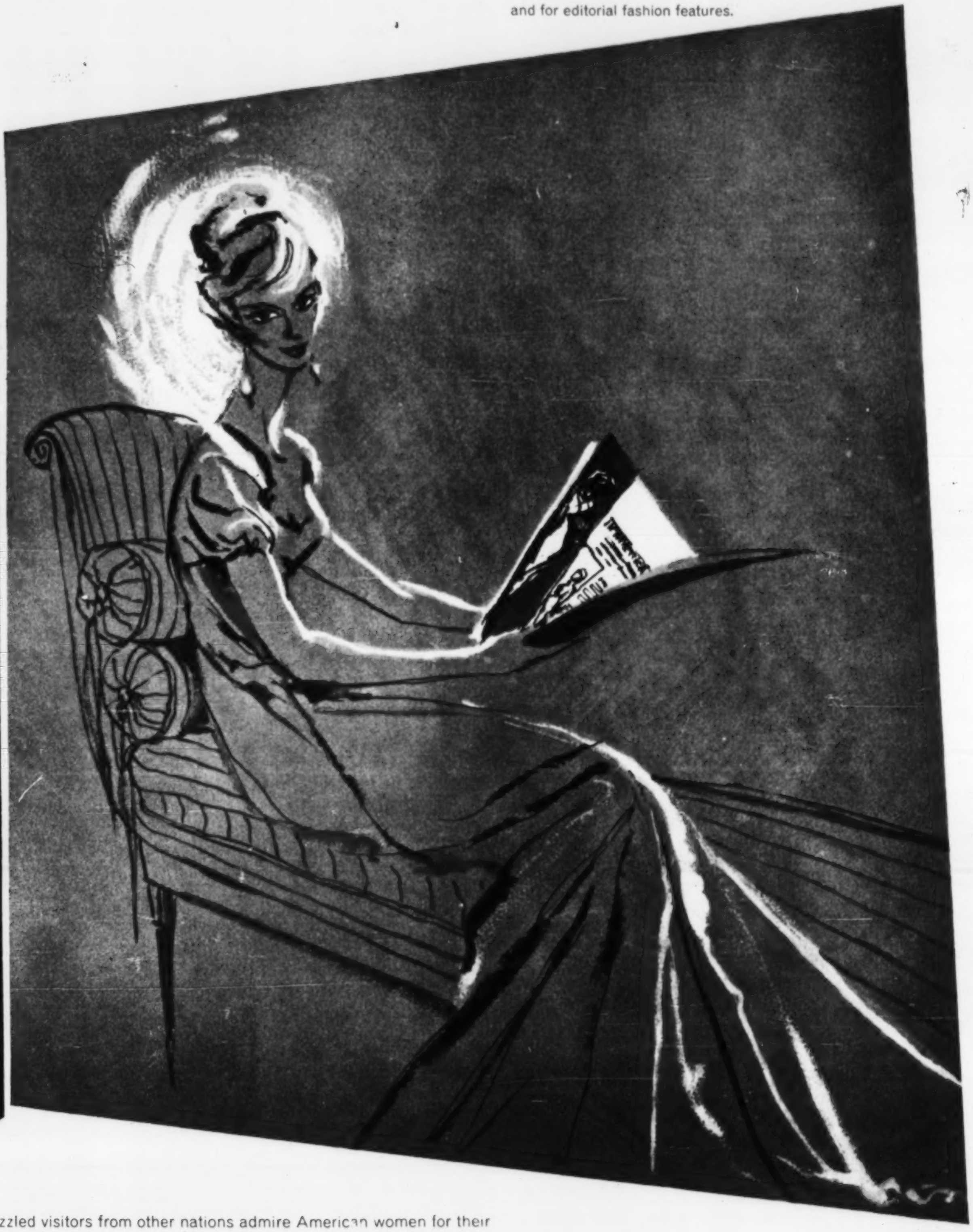
■ That began to look nice and simple, until I came to the last sentences of your question about equal ownership as an eventual goal. With that in the picture, your problem becomes a bit complicated. However, it can be solved.

What you are contemplating is not only a merger, but an eventual sale to the smaller agency people of part of the combine. You evidently have complete confidence in them, or you would not be projecting an equal ownership and 50/50 control to the smaller outfit.

■ Assuming that this is what you want, and that you have good reason to believe that this is a desirable setup, your prob-

Illustrator: Dorothy Mylrea, known for her work as fashion illustrator and teacher, and for editorial fashion features.

lady in the light



Dazzled visitors from other nations admire American women for their good looks, clothes, and self-reliance. Those who look deeper, respect American women as efficient housekeepers, experts in new home-making skills, and as well-informed citizens who play important parts in community and national affairs. The fact is that for more than half a century, American women have been stimulated, inspired, and informed by their own magazines . . . expertly edited to satisfy their interests. By enlightened service to readers, American women's magazines provide a matchless forum for advertising messages which are read, respected, and acted upon. Every worthy advertisement in a national woman's magazine has the added stature and selling power of long-established reader confidence in the editorial pages.

For more than a quarter-century we at C M & H have served American advertisers, agencies, and publishers with fine photoengraving for national advertising. This advertisement is one of a series, illustrated by artists and photographers who are known for their work in magazines, which expresses our appreciation of America's national magazines as basic media in our free society.

COLLINS, MILLER & HUTCHINGS, Inc.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

lem becomes one of valuation of the combine and the consequent cost of the stock which the smaller agency is planning to buy, together with the time in which the purchase may be made.

Since the smaller agency is to be allowed to acquire equality, *the perquisites of this equality should prevail during the period in which the stock is being bought*. That is to say, they should exercise voting rights on this stock during the purchase period.

If this were not provided for, the larger outfit could make things very difficult for the smaller one, if for example, tempers should change, as they have been known to do.

In justice to the larger shop, however, the stock purchase should not only be guaranteed by the smaller agency. If a term of, say, five years is provided during which the stock may be bought, one-fifth of the cash should be forthcoming in every calendar year. Should this payment not materialize, the entire stock deal is automatically canceled. Without this provision, the smaller outfit, with token payments only, could paralyze the entire operation, equality of control having been established.

▪ Now how much is the stock worth?

That depends entirely upon the earnings, the profits after taxes, of the combination. To this valuation figure is added the net quick assets.

Suppose a combined million dollar billing, a profit after taxes of $10,000 (about the agency average). Suppose 60,000 shares of stock issued. Agency valuation on this profit base $10,000 multiplied by 4 (account retention expectancy) plus net quick assets say $20,000; total $60,000 or $1 per share.

Fine for a starter. But suppose now in subsequent years the profits increase, with the stock value increasing accordingly? You meet this by allowing the valuation to be readjusted at the end of each year of the purchasing period, coming out with a final price based on the average earnings for the five-year period. With increasing profits, salaries go up also, so the stock purchasers not only pay more for their holding: they have more money with which to pay.

This sliding scale of stock values is infinitely superior to any price fixed in advance and based on what may be a temporary condition. Don't evaluate on hopes or estimates. Our business is too uncertain for this. Evaluate only on past performances.

▪ I can't answer your question, "Does capital contribution offset inequality of billings?" That is too vague. It depends on how much you need money, whether or not you can readily raise it elsewhere, and how much it would cost you. In general, billings are far more important than capital contributions. Usually if you have profitable billings, it is not too difficult to raise money with which to handle them.

This being granted, what do we do in case the relative billing proportions of the two parties becomes even more unequal? I think the only way you can meet this situation is by means of salary adjustments to the principals involved.

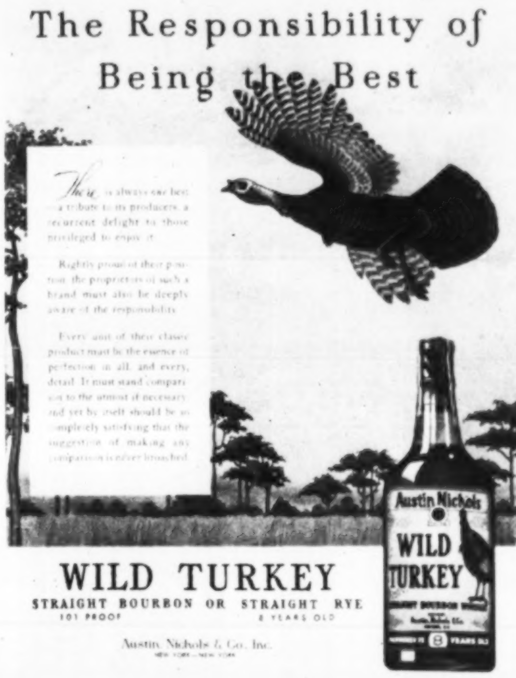
You start off with equality of control predicated. What if the smaller outfit elects to block such salary adjustments, as of course they can?

▪ The answer to this is, cover the salary arrangements in a separate paragraph of your initial agreement. In advance, provide that salaries shall have a definite correlation with billing controlled.

Yes, do all your figuring before you merge. Provide in advance against all possible contingencies. And make all your conclusions rest on actual performance, not on hopes on what will probably happen. Because, usually, it doesn't work out that way. #

The Creative Man's Corner . . .

The 'Quality' Cliche



The Responsibility of Being the Best

WILD TURKEY

STRAIGHT BOURBON OR STRAIGHT RYE

101 PROOF

8 YEARS OLD

Austin, Nichols & Co., Inc.

NEW YORK—NEW YORK

Austin Nichols
WILD TURKEY

We recommend that the following copy, reprinted from a recent advertisement for Wild Turkey bourbon, be cast in bronze:

> THE RESPONSIBILITY OF BEING THE BEST
>
> There is always *one* best—a tribute to its producers, a recurrent delight to those privileged to enjoy it.
>
> Rightly proud of their position, the proprietors of such a brand must be deeply aware of the responsibility.
>
> Every unit of their classic product must be the essence of perfection in all, and every, detail. It must stand comparison to the utmost if necessary, and yet by itself should be so completely satisfying that the suggestion of making any comparison is never broached.

Once cast in bronze, it should be transported about 12 miles to seaward and then dropped. For in every sentence, every phrase, this is the epitome of the quality cliché.

Unfortunately, what we suggest would probably be a waste of good bronze. For sooner or later, an account would be in jeopardy and a desperate copywriter would rewrite this same deathless prose to save the account by salving the vanity of the client. Or the client himself, in the middle of the night, in the solid conviction he knows more about his product than any Madison Ave. agency man, would see this same copy on his bedroom ceiling and dictate it to his secretary first thing in the morning—confident, as the sonorous lines fell from his lips, that his prose, like that of Elbert Hubbard, would some day collect dust on a library shelf. #

Learning from the Retail Ads . . .

The 'Almost Complete' Ad

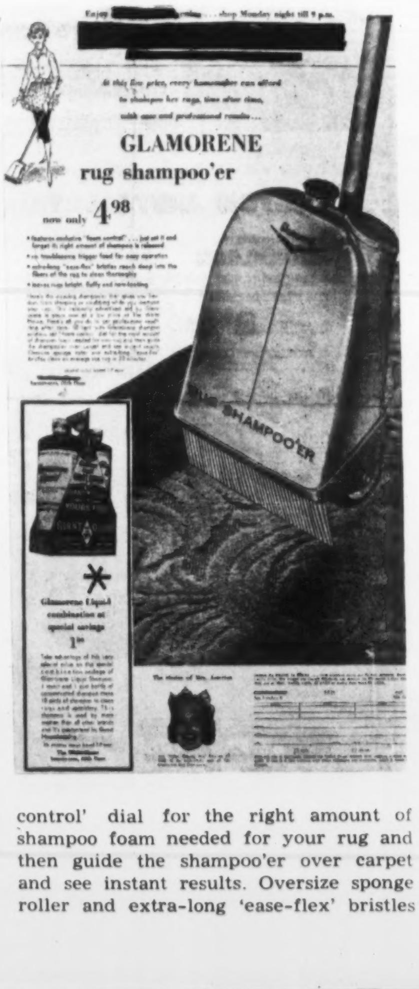
By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This ad starts out to do a good job but before it gets through, it forgets that "all good selling is serving." The display type (where there is type inversion, unfortunately) starts out by saying, "At this low price, every homemaker can afford to shampoo her rugs." This would make me think the ad was directed to women who not only have already had experience with rug "shampoo'ers," but to women who have *not* had such experience.

Feeling a little weak and fragile the day I read this ad, I decided to impersonate a woman reader who knew little or nothing about rug shampoo'ers (the last part of this imitation was easy), and see if I could make up my mind to purchase from this ad.

I found that like a great many other big store ads, this was prepared from the standpoint of an ad person and not the reader.



Enjoy [redacted] . . . shop Monday night till 9 p.m.

[redacted]

At this low price, every homemaker can afford to shampoo her rugs, time after time, with ease and professional results . . .

GLAMORENE rug shampoo'er

now only 4.98

Glamorene Liquid combination at special savings

▪ The ad talks about "foam control." It says, "Just set it and forget it; right amount of shampoo is released." Also, "Extra-long 'ease-flex' bristles reach deep into the fibers of the rug to clean thoroughly." Also, "Leaves rugs bright, fluffy and new-looking."

So far so good, but questions begin to concern me. The copy covers some of the questions that come to mind. It says, "Here's all you do to get professional results time after time: fill tank with Glamorene shampoo solution, set 'foam control' dial for the right amount of shampoo foam needed for your rug and then guide the shampoo'er over carpet and see instant results. Oversize sponge roller and extra-long 'ease-flex' bristles clean an average size rug in 20 minutes."

Being an imitation woman who has never used a rug shampoo'er, I now wonder what happens to the dirty water or foam and to the dirt. Does it run down into the base of the rug? The "leaves rugs bright, fluffy and new-looking" doesn't quite jell with "here's all you do . . . and see instant results."

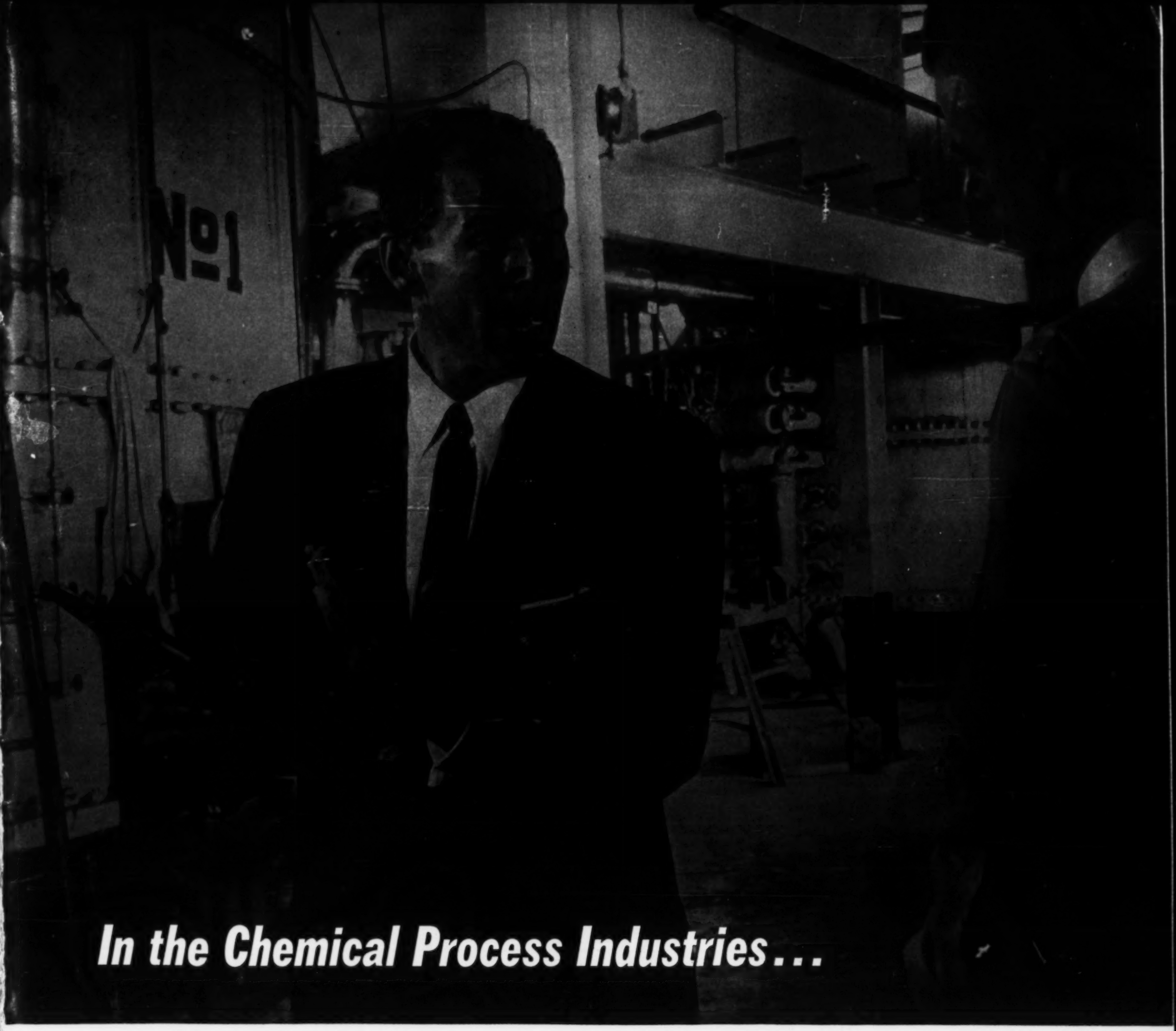
The illustration doesn't help. The fine type doesn't help. The Glamorene liquid portion of the ad doesn't help.

▪ So, switching my tenses (a woman's privilege), I call the store's Enterprise number and say I want information on the Glamorene rug shampoo'er. The store operator says, "Oh yes, we have a special deal at $4.95." (The paper says $4.98.) I ask, "What happens to the dirt and water or foam? Do you have to rinse the rug or wipe off and soak up the soiled water and foam, or what?"

The operator says, "Well, I suppose you have to wipe up the soiled foam and water. You do with most of these things." I quote the ad saying, "Here's all you do," and she answers, "Well, I really don't know anything about this. I just take orders for it."

"Very well," I respond, "please connect me with the housewares department and I will ask someone there."

"I can't connect you. I only take orders. You can call EXbrook 2-5000." So I call EXbrook 2-5000 and am connected with housewares. I ask for a Glamorene rug shampoo'er expert who can answer a few questions. "What do you want to know?," asks the housewares woman. I say: "I am interested in finding out how the Glamorene rug shampoo'er works. What



In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

You'll know it once you start your hard selling up where the pay-off comes big. What heads-up marketer won't grasp quickly the strategy of concentrating salespower on this hub of process purchasing influence? Who will deny that CPI-Management's profit-mindedness breeds razor-sharp awareness of the economies of more modern equipment, materials and services? Is there a CPI seller who doesn't recognize management's power in all functions . . . *from research to plant design to operations . . . from purchasing to sales to administration?*

Of course not! CPI advertisers well know the advantages of selling management. But not all know the one best place to do it is Chemical Week. Here, and here alone, management gets the interpretive business news of the market, *both technical and non-technical.* Read, preferred and subscribed to *independently* by more management men than any other "process" publication . . . with 29 full-time editors, over 41,000 all-paid circulation and 600-plus sellers who rate it top weekly in advertising pages. It's CPI-Management's *own* magazine . . . *your* magazine to sell CPI-Management!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

happens to the dirty water and foam that are released on the rug, and where does the dirt go? In the illustration the rug is made much cleaner. The dirt must go somewhere. Do you have to wipe it up, rinse the rug, go over it a second time with clear water, or dry mop, or what?"

My telephone companion says, "You simply go over the rug as directed and all the dirt comes up to the surface."

■ I look at the ad again and realize that ~~if all the~~ dirt comes to the surface the shampooed part of the rug should look dirtier than the unshampooed part, because added to the surface dirt after the shampooing, would now be the imbedded dirt.

But I say to the woman, "If all the dirt comes to the surface then the rugs are not left 'bright, fluffy and new-looking'." She says, "The dirt is all brought to the surface, you let the rug dry for about two hours, and then you vacuum-clean the dirt off the surface that the shampoo has brought to the surface."

I don't know where that leaves the ad's line about "All you do is guide the shampoo'er over the surface and see instant results." Maybe the results are a lot of dirt brought up on top?

I asked about the depth of pile that can be handled by this shampoo'er. Information on that was equally inconclusive. It will handle deep pile without loop pile, but not with loop pile, I am told.

As a result of the phone conversation, this one "imitation woman" is more confused than when the phone call was made.

■ There is ample space in the ad to serve the reader with all of the information that is required to enable her to make up her mind.

It is no answer on the part of the store to say, "We sold many of these shampoo'ers with the ad as it is. Therefore, no further information is needed in the ad."

The best advertising skims off not only the easiest prospects to sell, but those the next level below, and those the next level below, and so on. Little department store advertising conforms to an intelligent set of specific standards that can assure at the same time, proper service for the customer and maximum profits for the store. #

Salesense in Advertising . . .

Three Precepts That Make Good Salesense

By James D. Woolf
Creative Consultant

James D. Woolf

I am grateful to Thomas Erwin, president of the Advertising Workshop, Chicago, for sending me a handsome wall chart, entitled "The Making of a Good Advertisement." This chart sets forth David Ogilivy's 20 precepts for the production of an effective advertisement.

All 20 precepts make good salesense, but three of them appeal to me with special force:

1. *No advertisement should require more than a split second for the reader to identify the kind of product being advertised.*
2. *The brand name should be visible at a glance.*
3. *The illustration should work hard at selling the product.*

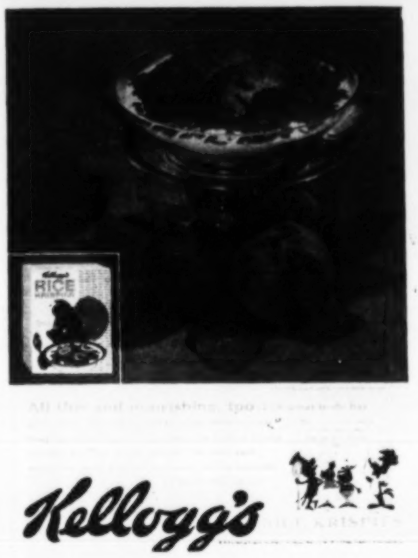
■ I have never been able to understand the reasoning behind camouflaged advertisements with irrelevant headlines and meaningless illustrations. In any publication you glance through you will note advertisements that deliberately hide the nature of the product, fail to display the brand name and/or package, and use illustrations that have nothing whatever to do with the product. I can think of no successful product that uses the camouflage technique.

Imagine, if you can, a Campbell's Soup advertisement that obscured the kind of product being advertised, that hid the brand name, and used an illustration that had nothing to do with soup!

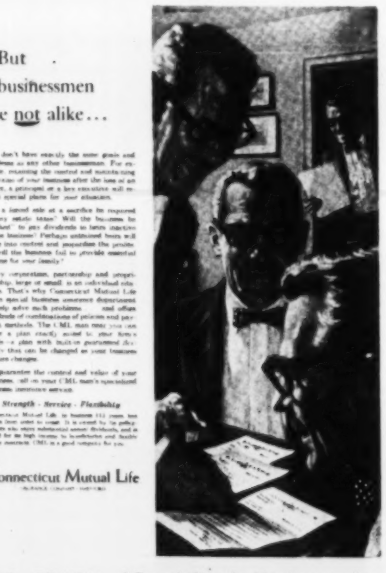
I believe that one of the great principles in advertising is *relevancy*. I believe that the nature of the product and its brand name should be revealed immediately to the reader. If the product is, say, soap, the ad should say soap at once. And the illustration should portray a pertinent message with lightning speed.

I believe that billions of dollars are spent for branded advertised merchandise by people who seldom read the small print. They read the promised benefit in the relevant headline, eye the illustration that works hard at selling, identify the brand name and/or the package—and that's about as far as they go. Soon after a few such exposures they are *familiar* with the product; they know what it is and what it does. Psychologists tell us that we have great confidence in *familiar* things.

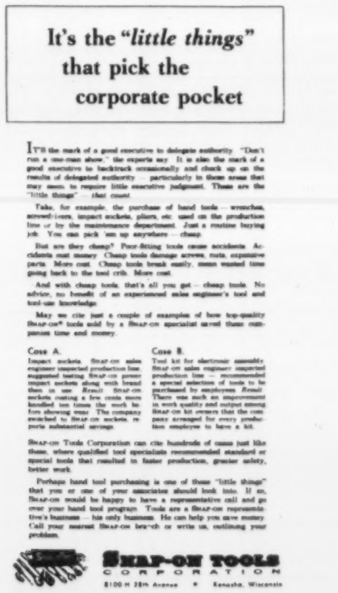
■ Note this observation by James Webb Young, J. Walter Thompson senior consultant, an admaker of tremendous ability: "It seems that one of the deepest needs of the human being is for 'at-homeness' in his world. The oldest and most basic element in advertising caters to this need. It is designed merely to make something *familiar* to you, such as the name of a product. Just the name



OBSERVES ALL THREE—*This color page observes the three precepts discussed in this article. No more than a split second is required for the reader to identify the kind of product being advertised; the brand name is visible at a glance; the illustration works hard at selling the product.*


But businessmen are not alike . . .
Strength · Service · Flexibility
Connecticut Mutual Life

TOO GENERAL—*"Specialized Business Insurance" is, I gather, the "product" advertised in this color page, but no hint of this is revealed by the headline. The illustration is commonplace and has little or no relevancy to the subject. I believe firmly in ads that reach out and grab attention with a specific promised benefit to a specific group of logical prospects. There is no class of advertising that is as vague and obscure and general as that of insurance.*


It's the "little things" that pick the corporate pocket
Case A.
Case B.
SNAP-ON TOOLS CORPORATION
8100 H 28th Avenue • Kenosha, Wisconsin

GUESS WHAT—*The product advertised here is tools: wrenches, screwdrivers, pliers, etc. But who would ever guess it? Certainly not the reader as he glances through his copy of Business Week. Let me repeat my conviction in the words of David Ogilvy: "No advertisement should require more than a split second for the reader to identify the kind of product being advertised."*

From an Art Director's Viewpoint . . .

Innocents Abroad

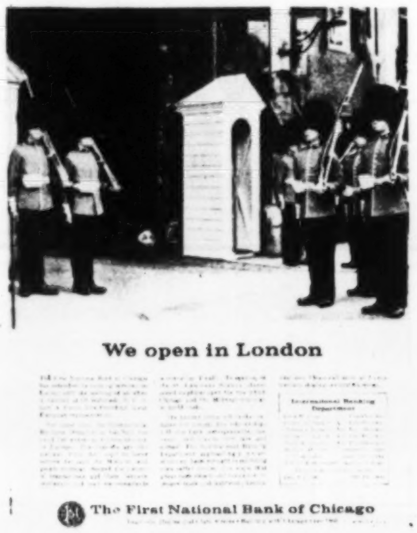
By Andy Armstrong

Andy Armstrong

The Annie K. Bunch medal—"for distinctively tiresome use of tiresome symbolism when talking about foreign cities"—today goes to the First National Bank of Chicago.

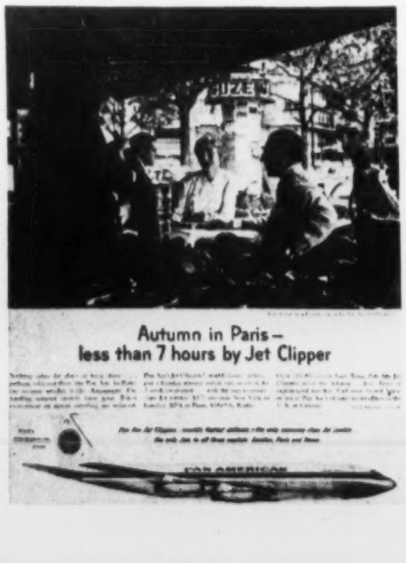
The decision was a close one, the jury pausing longest over an Oasis cigaret ad which featured a gondolier with the line, "Photographed for Oasis in Venice." What finally won the medal for First National was the fine irrelevancy of the sentry box, although the guardsmen at left-shoulder arms (was the picture cunningly reversed?) had an important secondary influence on the verdict.

In the 1,672 versions of this picture in former ads, the guardsmen have always appeared at right-shoulder arms, or port arms, or present arms. But the sentry box was the clincher. "We open in London," in the jury's majority opinion, takes on overtones of meaning, under that sentry box. The last jury member to accept this view was disturbed by the omission of "'Photographed in London, England, for the First National Bank of Chicago," but his colleagues pointed out that this advertiser is a highly conservative institution and cannot risk a suit by the Crown. They reasoned that it shows better thinking to make the entire scene look faked—as indeed it could be, since uniforms can be rented anywhere and the background is duplicated in many American cities. Particularly Chicago. On N. Wells St., if anyone else is planning a London opening.


We open in London
International Banking Department
The First National Bank of Chicago

■ Notable among the rejected competitors for Annie K. Bunch's prized trophy was the Pan Am page, also shown. Here the jury was at a loss to account for the absence of the Eiffel Tower. After all, the ad talks of Paris. The bare upper lip of the waiter came in for special condemnation, since mustaches are compulsory on French waiters, and on practically all Frenchmen of whatever vocation, in advertising. Another complaint was that no awning appears with the legend "Cafe de la Paix." Nor any posters in French. Nor any outdoor artistes in berets.

On the whole, the jury felt that Pan Am had violated every time-honored rule for Paris pictures, and criticism mounted even to a point where one member put forward a resolution to censure Pan Am for coordinating the picture too closely with the headline. The photo's entire atmosphere, unforgivably, says "Autumn in Paris," and Annie K. Bunch most certainly did not have this sort of thing in mind when she set up the award. Her medal, by the way, is a disk of bearskin. The inscription is burned into the hide on the back side—in keeping with her primary stipulation that a winner, beyond being conservative, should be insensitive. #



24.1 (Latest measurement*)

22.1 (Average for I Aug.)

21.0 (Average for July)

17.2 (Average for April—June '59)

15.7 (Average for Jan.—March '59)

15.2 (Average for Oct.—Dec. '58**)

Growing by leaps and bounds!

Perhaps not so fast in the formative months. But now the average share of audience for ABC Daytime Television is really sprouting. In fact, the final Report for August was 24.1! ABC Daytime has added weight, too. The 770,000 homes delivered in October, 1958, have more than doubled to 1,650,000. Good size for a growing network, but nowhere near *full* growth!

(For good measure, the cost is only $7,200 per quarter hour, lowest in network television. No wonder sponsor buys have shot up, too!)

ABC daytime TELEVISION

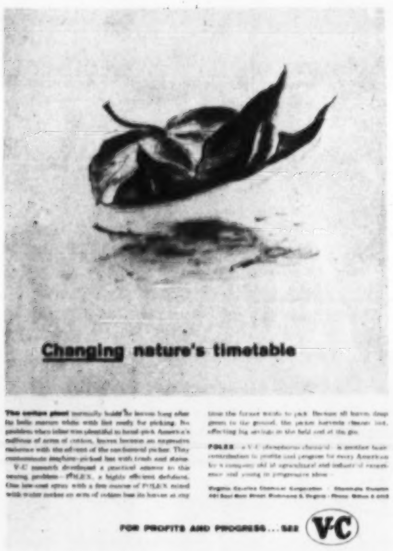
Source: National Nielsen Ratings, Average Share of Audience, Mon-Fri, 1-4 PM, All Rated Programs. *Average for II August. **Includes "Day in Court" at 11 AM.

alone, repeated over and over. Or the name and the package, with no claims, no connotations, no imperatives to use the product—although these do, in practice, often accompany it. If you will carefully observe yourself in certain actions you will see how this familiarizing process often serves you."

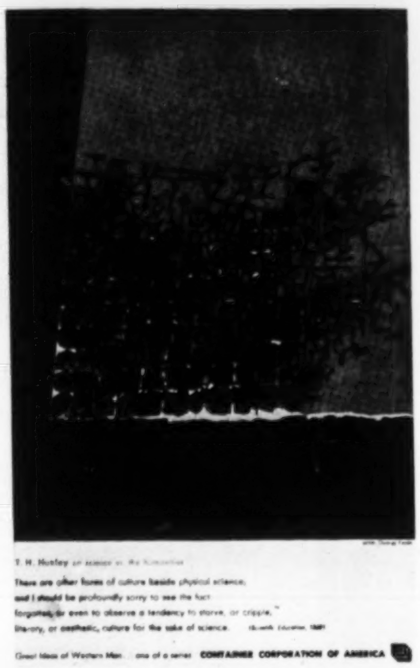
Nothing I have said means that I discount the value of copy, the fine print. Quite the contrary. I believe in copy—copy that is fact-packed and informative. But I don't believe the readership accorded any given advertisement will be reduced one iota if the ad immediately reveals the kind of product being advertised, displays the brand name at a glance, and uses an illustration that sells hard. I don't believe that consumer benefits flashed in display type will have an adverse effect on readership. In fact, readership might be increased if the advertisement revealed boldly at once what the product is and what it will do for the reader.

■ People read only about things they are interested in. Nothing is gained by tricking them into reading about a product that has no relationship to their wants and needs. If I am interested in, say, shotguns, I will read about shotguns; if I am not, camouflaged copy will get nowhere. If I am interested in the welfare of my dog, an ad that is openly and frankly about dog food will capture my interest.

And what goes for product advertising goes, in my book, for so-called institutional advertising. If the institutional message is worth saying, if it is cogent and worth the reader's attention, what is gained by burying it under a mess of fancy writing and irrelevant folderol? #


Changing nature's timetable
FOR PROFITS AND PROGRESS ... SEE V-C

'HOW TO' SUGGESTED—*The product here is Folex, a highly efficient defoliant which makes an acre of cotton lose its leaves at any time the farmer wants to pick. But you won't discover this unless you read the fine print. I have little faith in institutional ads of this kind. "How to Make Cotton Plants Lose Their Leaves at Picking Time" would, in my opinion, be a far better headline.*



T. H. Huxley on science vs. the humanities

There are other forms of culture beside physical science,
and I should be profoundly sorry to see the fact
forgotten, or even to observe a tendency to starve, or cripple,"
literary, or aesthetic, culture for the sake of science.

Great Ideas of Western Man ... one of a series CONTAINER CORPORATION OF AMERICA

VIOLATES ALL THREE, BUT—*The Container Corp. campaign, I am told, is much admired and for all I know it is creating a favorable "image" in behalf of the company. But I wouldn't recommend it as a model to be generally followed. It violates all three of the Ogilvy precepts.*

* ○ ○

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

On the Merchandising Front . . .

New Type Cooperation by Independent Retailers

By E. B. Weiss

E. B. Weiss

The independent retailer has a remarkable vitality; despite the enormous growth of retail giants, the independent in most fields continues to exist, if not to flourish. And, of course, in the various types of voluntary and cooperative groups, especially in the food outlet, the independent retailer continues to put on a vigorous performance.

However, as the retail corporate giants assume still more gigantic stature, the independents will be compelled to develop still newer techniques for meeting the competition of the big rivals. A decidedly interesting example of what some of the newer techniques of the independent may involve is furnished by a recently-opened suburban operation sponsored by three of Manhattan's famous specialty stores.

The three specialty stores are: De Pinna, high fashion specialty operation; Georg Jensen Inc., specializing in silver, china, crystal, furniture; F. A. O. Schwarz, billed as the world's largest toy store.

■ These three merchants combined their forces when they ventured into suburban Westchester, N. Y. And they combined their forces in a highly unusual way.

The three stores are housed, in Westchester, in a 64,000 square foot two-level building. Within the structure, the three merchants operate very much as might three families in a single dwelling. While each store has a separate entrance from the outside, on the interior they are interconnected—there are no interior doors or gates separating them! This is a real innovation.

Moreover, all customer facilities, and all receiving and other merchandise handling facilities are used jointly by the three stores. This is another innovation.

There is even a central switchboard serving the three stores!

Within the building, each of the three stores maintains its distinctive identity. There is no loss of character.

Yet, the merchandise groupings of the three stores have been subtly coordinated so as to complement one another. This, obviously, is still another innovation.

■ Basically, the independent has survived by giving up various degrees of his independence. He may not like to face up to this reality, but surely it cannot be denied that, in a voluntary group, for example, the cooperating members have exchanged some degree of total independence for the security that comes from associated effort.

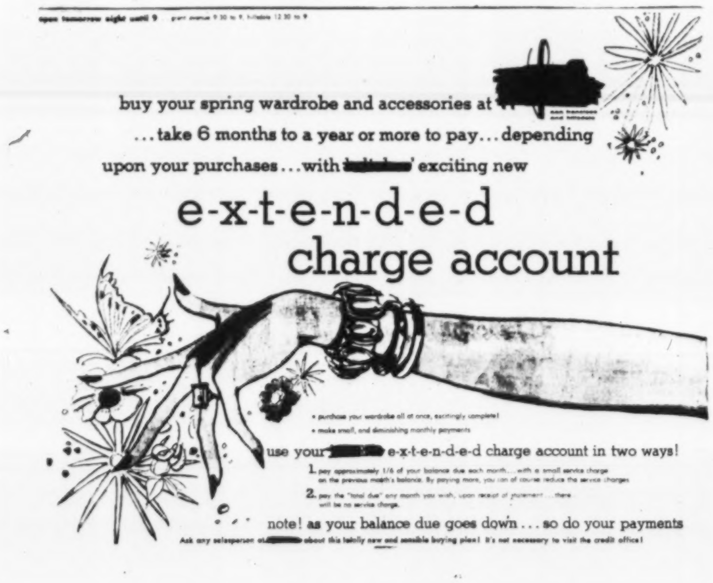
This process, by which the independent gives up aspects of his independence, will continue. Certainly, if just a few years ago anyone had had the temerity to suggest that three staunch individual operations such as De Pinna, Jensen and Schwarz would ever merchandise in a single building in the manner I have sketched, he would have been termed a lunatic. Yet, today, these smart merchants have found a way to combine their investment and their merchandising without sacrificing an iota of their distinctive characteristics.

■ The time really may not be far distant when that term "independent" may have to be changed—because it will have lost most aspects of its original meanings. The survival road of the independent is in cooperative activity with other independents, and this inevitably involves giving up more and more of the independent's original total freedom of action.

I believe this really brilliant series of innovations by De Pinna, Jensen and Schwarz will be followed by other equally brilliant innovations by other independents, and this will not be limited to merchants operating on the same exclusive levels as these three. In time, it will really be hard to distinguish between the corporate chains on the one hand, and the various types of independent groups on the other hand—something that really exists in fact right now in the food outlet. =

Learning from the Retail Ads . . .

The 'Let's Confuse Us All' Ad



open tomorrow night until 9

buy your spring wardrobe and accessories at [redacted]
...take 6 months to a year or more to pay...depending
upon your purchases...with [redacted]' exciting new

e-x-t-e-n-d-e-d
charge account

- purchase your wardrobe all at once, excitingly complete!
- make small, and diminishing monthly payments

use your [redacted] e-x-t-e-n-d-e-d charge account in two ways!

1. pay approximately 1/6 of your balance due each month....with a small service charge on the previous month's balance. By paying more, you can of course reduce the service charges
2. pay the "total due" any month you wish, upon receipt of statement....there will be no service charge.

note! as your balance due goes down ... so do your payments

Ask any salesperson at [redacted] about this totally new and sensible buying plan! It's not necessary to visit the credit office!

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This is an ad to sell jewelry.

It is an ad to sell jewelry on an extended charge account.

No—the small type immediately under the big display and illustration, says:

"purchase your wardrobe all at once, excitingly complete!

"make small and diminishing monthly payments"

■ But large type at the top keeps calling for some attention, so if we jumped to the top type in the ad we read: "buy your spring wardrobe and accessories at Blanks . . . take 6 months to a year or more to pay . . . depending upon your purchases . . . with Blank's exciting new" . . .

Wait a minute.

Now there's a "depending on" in the thing. And there are accessories. But why the repetition immediately above and below the display? The rest is equally a mixture of repetition and confusion.

What is "exciting and new" in the year 1959 about this kind of credit? And why an arm and jewelry to announce "wardrobe credit?" And why type inversion to make an already dull "exciting and new" story harder to get?

Almost any store executive is aware that he has competition—except the advertising executive.

The advertising executive apparently often feels that anyone will do almost anything to prove his story out of an agglomeration of type and picture. He feels there is nothing else in the paper, in news or advertising columns, beckoning to the flitting eye and mind. So he creates an ad out of the kaleidoscopic potpourri of type and chance that an undisciplined mind permits an undisciplined lead pencil to create.

It just makes most ads cost 200 to 500% per reader what any ad should cost, if I may use figures so loosely. Often the cost would be from 100% to 1,000%, I am sure.

It is far more profitable to buy careful, considered FUSION of art, headline and copy, than confusion. #

RECIPE FOR SUCCESS–

Look what cooks when General Mills goes into action with Family Circle

ACTIVISM!
Bisquick
Cheerios
Angel Food
Gold Medal FLOUR
WHEATIES
Cheerios
Hi-Pro

Enough of Betty Crocker's "Wonderland Cookies" to reach from New York to Kansas City—that's what cooks! Plus other holiday treats that women baked by the millions, when they read the 10-page Holiday Almanac that General Mills bound into last December's Family Circle.

6 million women customers took home Betty Crocker's recipes in Family Circle—nearly 3 million went back to buy the products General Mills was advertising! That's performance. Surprising? No. Not when you combine Betty Crocker's tremendous appeal with the *way* Family Circle reaches homemakers eager for new ideas. Family Circle goes home every month with over 5 million customers . . . who buy it in food stores . . . supermarkets . . . drug stores . . . variety stores . . . newsstands.

This is ACTIVISM, the unique way Family Circle gets action . . . action in the store where it's sold . . . in the home where its ideas are used . . . and back in the store where women buy what Family Circle sells them. ACTIVISM works. And General Mills is putting Family Circle ACTIVISM to work again *this* December with the 1959 Holiday Almanac. We'd like to tell you more about this recipe for success.

(You'll see more examples of ACTIVISM*-at-work in these pages soon.)*

Family Circle

FAMILY
CIRCLE
IS
ACTIVISM!

. . . the dynamic new concept of total magazine performance

MARKET FORECAST: CLEAR SELLING AHEAD IN MEMPHIS

by
Bert Ferguson
Exec. Vice-President,
WDIA

Fair and sunny—with sharply rising sales and clear selling ahead!

That's the Memphis Negro Market forecast. And it's one prediction you can count on—if you're on WDIA! We at WDIA would like to share our success story with you, here in America's 10th largest wholesale market!

America's only 50,000 watt Negro Radio Station — that's WDIA! Only 50,000 watt station in the Memphis area—WDIA! First station in the country to program exclusively to Negroes —again, WDIA!

How can WDIA's success add up high volume sales and profits for you? It's this simple: Negroes make up over 40% of the Memphis market! And you sell them only with WDIA! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA!

More Than A Radio Station!

Negro newspaper and magazine readership is low. Television ownership is low. And, because he listens first and foremost to WDIA, you don't sell the Memphis Negro with any other radio station! IN JUST 10 SHORT YEARS, WDIA HAS BECOME MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

Yes, WDIA literally puts the Memphis Negro Market in the palm of your hand! There are several outstanding reasons why!

WDIA's Negro entertainment staff commands the Memphis Negro's loyal listenership through a unique combination of personal appeal and high powered salesmanship. What's more, by active public service and civic leadership, WDIA has become such an integral part of its listeners' daily lives that it's known far and wide as the "Goodwill Station."

Does personalized selling plus "Goodwill" pay off in dollars and cents? You bet it does—in a big way!

WDIA reaches 1,528,364 Negroes! That's the biggest market of its kind in the entire country! They have totaled up earnings of $616,294,100 per year. And spent, on the average, 80% of this income on consumer goods!

Buying Market!

It's a big market. It's a loyal market. And most important of all, it's a *buying* market! A few examples: Last year Negroes in the Memphis market area bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 47.8% of the household waxes and polishes . . . 41.6% of the bread!

In the past 10 years, national and local advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers. And . . . WDIA consistently carries more local and national advertisers than any other station in Memphis!

The year-in, year-out list includes: B.C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . McCORMICK TEA . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

No matter what your line, we'd like to share our success story with you! Why not write us today? We'll send you facts and figures pertaining to your particular field.

Top Rated by All Audience Surveys for Ten Years!

WDIA is REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS, JR.,
Sales Manager

Cyanamid-Land:
where chemistry's magic makes more than 6,000 products for you

SEP SPECTACULAR—*American Cyanamid Co. is using a four-color "Dutch door" spectacular in The Saturday Evening Post Sept. 26 to break its fall corporate advertising campaign. The ad consists of a spread encompassing six horizontal half-pages, each featuring a different Cyanamid product. Other magazines on the fall schedule are Barron's Weekly, Business Week, Chemical Engineering, Chemical & Engineering News, Chemical Week, U. S. News & World Report and the Wall Street Journal. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.*

It's the ripe red apple they go for every time—

which is the reason knowing advertising men employ high powered creative talent to dress their convincing reason-why copy in the most desire-provoking physical "raiment" they can devise. . . . It's also a reason so many of them continuously insist on ROGERS' photoengraving craftsmanship and understanding of advertising objectives. They've proved to be dependable insurance that the physical allure of their messages will be accurately reproduced in the pages of their chosen advertising media.

ROGERS
engraving company
2001 calumet avenue • chicago 16
master-craftsmen of photo-engraving

Nielsen Network TV

Two Weeks Ending Aug. 23, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,107
2	All Star Football Game (Liggett & Myers, Std. Oil of Indiana, ABC)	13,484
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,238
4	Wagon Train (Ford, National Biscuit Co., NBC)	11,837
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	11,303
6	Ransom of Red Chief (Rexall, NBC)	11,259
7	I've Got A Secret (R. J. Reynolds, CBS)	10,591
8	U. S. Steel Hour (CBS)	10,324
9	Best of Groucho (Lever, Toni, NBC)	10,324
10	Peter Gunn (Bristol-Myers, NBC)	10,324

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	32.5
2	All Star Football Game (Liggett & Myers, Std. Oil of Indiana, ABC)	31.2
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	28.0
4	Wagon Train (Ford, National Biscuit Co., NBC)	27.0
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	26.3
6	Ransom of Red Chief (Rexall, NBC)	25.7
7	I've Got A Secret (R. J. Reynolds, CBS)	24.2
8	U. S. Steel Hour (CBS)	24.1
9	77 Sunset Strip (Several sponsors, ABC)	23.9
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	23.8

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	13,350
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	11,348
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	10,413
4	I've Got A Secret (R. J. Reynolds, CBS)	9,523
5	Peter Gunn (Bristol-Myers, NBC)	9,434
6	Best of Groucho (Lever, Toni, NBC)	9,345
7	Alfred Hitchcock Presents (Bristol-Myers, CBS)	9,123
8	Joseph Cotton Show (General Foods, CBS)	8,722
9	Frontier Justice (General Foods, CBS)	8,678
10	Wyatt Earp (General Mills, Procter & Gamble, ABC)	8,589

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	30.8
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	26.0
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.3
4	I've Got A Secret (R. J. Reynolds, CBS)	21.7
5	Peter Gunn (Bristol-Myers, NBC)	21.5
6	Best of Groucho (Lever, Toni, NBC)	21.3
7	Alfred Hitchcock Presents (Bristol-Myers, CBS)	21.2
8	Joseph Cotton Show (General Foods, CBS)	20.0
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	20.0
10	Frontier Justice (General Foods, CBS)	19.8

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

U.S. Printing, Diamond Gardner Ratify Merger Plan

Stockholders of Diamond Gardner Corp. and U.S. Printing & Lithograph Co. have ratified a merger plan whereby Diamond Gardner will exchange 907,200 shares of its stock, with a current market value of about $30,000,000, for U.S. Printing & Lithograph's 336,000 outstanding shares. The new company will be called Diamond National Corp.

Diamond Gardner makes matches, woodenware and products for the packaging field; U.S. Printing & Lithograph makes labels, cartons, posters, wrappers and other products.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Carr Liggett Names Two

M. F. Ranney, former vp of Fuller & Smith & Ross, and Harold Shoup, formerly with Babcock & Wilcox Co., have joined Carr Liggett Advertising as account executives. Mr. Ranney has been serving in a private capacity as marketing and sales promotion consultant for the past year. Packaging Corp. of America has named Carr Liggett to handle its advertising.

F. H. Snow Launches Campaign

F. H. Snow Canning Co., Pine Point, Me., has launched a national radio saturation campaign which will be climaxed by 3½-hour programs of popular music on Saturday nights. The campaign will be implemented by newspaper advertising and other media. Daniel F. Sullivan Co., Boston, is the agency.

Willamette to Pacific National

Willamette Valley Lumber Co., Dallas, Ore., producer, with affiliated companies, of lumber, plywood and specialty panels, has appointed Pacific National Advertising Agency, Portland, to handle advertising and public relations.

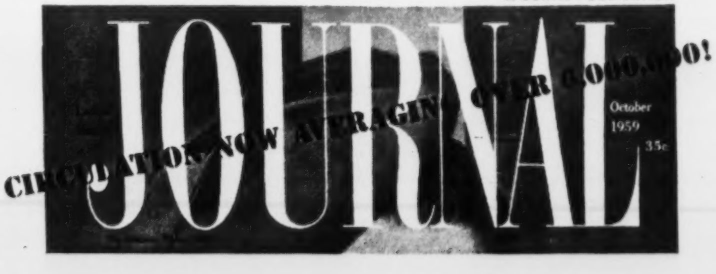
67
...is that it lends itself to any occasion. Also, it becomes
...the formality (or lack of it). We like the idea of having three
...The bodice always remains the same, but you do have
...a pleated skirt. For town, the violet tweed with a fur collar
...and for evening a lovely silk brocade is a delightful
...No. 196. By NORA O'LEARY

Why is this the magazine the most women want the most?

(Ask your wife...or 6,000,000 other women)

Magazines edited specifically for women are doing better than ever before... but one magazine always does far and away the best. It's because, if you ask a woman, *Ladies' Home Journal has the most and the best inside it.* Look how Journal circulation has climbed, and keeps climbing. July circulation was a record of over 5,850,000. Reports for August and September indicate new all-time highs. Now, for the last three months of 1959, Ladies' Home Journal circulation will average over 6,000,000—the highest circulation of any magazine for women, *ever.* Women want the Journal for what's in it. Advertisers want the Journal for what they get out of it. That's why Ladies' Home Journal--always No. 1 in advertising revenue—has gained 52 advertising pages (a 17% gain in revenue) so far over last year. *Never underestimate the power of the No. 1 magazine for women.*

A CURTIS PUBLICATION


JOURNAL
CIRCULATION NOW AVERAGING OVER 6,000,000!
October
1959
35c

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

These Pools Aren't Fishy

To the Editor: I am afraid we started a vogue some three years ago when we started offering our swimming pools as contest prizes both on television and in print media.

We noted with interest the short story on Page 2 of your Aug. 24 edition about the swimming pool awarded to the lady contest winner in Great Falls, Mont., which in reality turned out to be a 69¢ fish bowl. Recently, our clipping service picked up some rather adverse publicity about another pool manufacturer who offered a pool as a contest prize on a national television show. The winner was a little girl who lived in the Midwest, and after winning the pool, was advised that it had to be erected on a plot of land in southern Florida.

So that people do not get the idea that all pool prizes are phony, it might interest your readers to know that International has given away some sixty Supreme and Living pools as contest prizes during the past three years. In cash, this totals well over a quarter million dollars in merchandise. You might be interested to know that more than one half the winners have settled for cash rather than the actual pool, largely due to the fact that they did not have suitable yard space, or did not own their own home.

We certainly sympathize with the woman in Great Falls and hope that if she wins her suit, she will wisely invest her $6,000 in an Esther Williams swimming pool.

Incidentally, please accept our wholehearted congratulations on your very fine efforts as a spokesman for the communication industry ... keep up the good work.

David R. Lawson,
Public Relations Manager, International Swimming Pool Corp., White Plains, N. Y.

• • •

Nothing Like Cigarets (and Beer) on a Fishing Trip

To the Editor: I was very much interested in the criticism in the Creative Man's Corner, "Art That's 'Too Good' Can Foul Up the Advertising Message" (AA, Aug. 17).

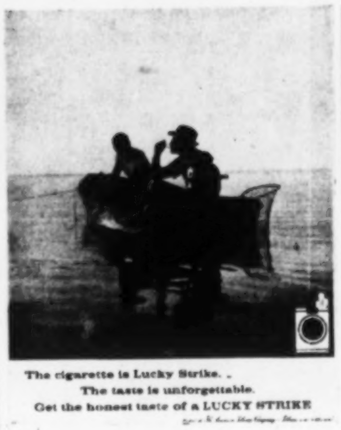
It was our privilege to carry this same copy in *The Sporting News*.

When the copy was received, it made quite an impression on me, and along with it lingered in mind "The cigaret is Lucky Strike, The Taste is Unforgettable."

I have taken a lot of fishing trips and in my time consumed a lot of beer on fishing trips, especially beer in bars of all kinds and speakeasies during Prohibition. I always brought along six bottles of beer on trips out of town. When fishing I frequently had a bag attached to a boat with half dozen bottles of beer in it, hoping that the water would keep the beer cold. However, it is rather a difficult thing to carry in a boat when fishing, to have enough beer to satisfy two fishermen. However, there is nothing like a cigaret while waiting for a bite.

Incidentally this is the first letter of the kind I have ever written and I am only prompted to do so expressing a difference of opinion.

J. G. Taylor Spink,
General Manager, *The Sporting News*, St. Louis.



The cigarette is Lucky Strike. .
The taste is unforgettable.
Get the honest taste of a LUCKY STRIKE

•

To the Editor: I was very much disturbed by your "Creative Man's Corner" in the Aug. 17 issue of ADVERTISING AGE. Here, your editor takes issue with a Lucky Strike ad by charging that "Art That's 'Too Good' Can Foul Up the Advertising Message."

I argue with so many points in this small statement, I hardly know where to begin. To start somewhere, how can anything be "too good?" How can anything good "foul up" anything?

Unfortunately, I never saw this advertisement in any publication but even in your reprint it resembles, to me at least, a lovely image of the lovely reason for smoking—and a refreshing change from the nonsense-category reasons most cigaret advertising veers towards. It says, simply, that for the relaxation and the flavor of a cigaret, smoke Lucky Strike.

Then, too, any piece of art (photography or otherwise) that has enough beauty and evocative quality to captivate the eye, the heart and the mind, certainly is a plus selling factor for the message the advertiser wishes to set forth. I did not find the brand image secondary, in this ad. I did find it a new and delightful image for the cigaret and trust thousands of others were relieved to see a cigaret advertised for what essentially it is—a blissful, tension break

Natalie Donay,
Advertising and Publicity Director, Charles of the Ritz, New York.

•

To the Editor: An advertising message that can "foul up" by the use of "too good" art ... deserves nothing else.

Perhaps our Creative Man has been in that corner too long.

Sam Greenbaum,
Advertising Consultant, Philadelphia.

•

To the Editor: If you would please trouble yourself to consider the good points more than you did, concerning the Lucky Strike ad in the Aug. 17 issue [The Creative Man's Corner], I am sure you would find yourself: Wrong!

John Erickson,
Chelmsford, Mass.

•

To the Editor: I thought you might like to know that Jon Abbot took this photograph. Thanks for your comment. (It is causing quite a stir in N. Y.).

Tad Korval,
(Jon's Rep.), New York.

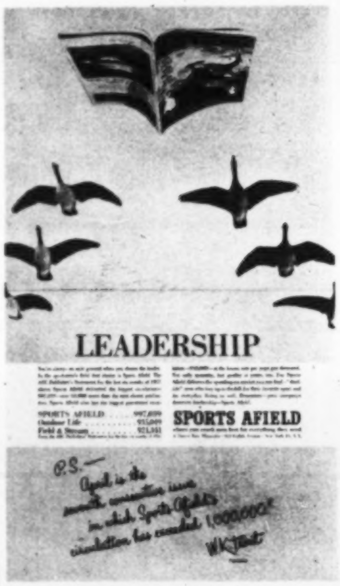
• • •

Food Is Food, Not Medicine

To the Editor: The National Food Conference's emblem with legend of "Food Comes First" (AA, Aug. 24) deserves a turn-down by food advertisers who elect to stay in their field and sell food as food, not as a medicine. Youth is not going to allow that food comes first before ideals or that eating belongs before living, learning, doing. To them, full minds are more important than full stomachs. And to homemakers who are obliged to spend a big slice of income for food, the phrase can be as irksome as the subject of taxes to business men. While to religious people there is something to a hungering and thirsting after righteousness before bread and wine. And by any reasonable calculation of waking hours, food is last in importance to other normal expectations and opportunities. The phrase intones necessity, even gluttony. Food advertisers must pronounce delectableness. Why then present this false principle of life and living, of growing and gaining in power and personality? Youthpower and adultpower will be built as an enlightened people know. And in the process, food will be taken in stride only, and not as something that's first.

Harold R. Gingrich,
Oak Park, Ill.

• • •



LEADERSHIP

SPORTS AFIELD

P.S.— April is the seventh consecutive issue in which Sports Afield's circulation has exceeded 1,000,000!
W.K.

Imitation Is Sincerest . . .

To the Editor: Our ad for *Sports Afield* appeared in the April 21, 1958, issue of ADVERTISING AGE.

WOMAN'S DAY CIRCULATION CONTINUES TO SOAR!

Woman's Day

As we've said before, the sincerest form of flattery . . .

Howard M. Roshkow,
Copy Chief, E. A. Korchnoy Ltd., New York.

• • •

Southern Comfort Amplification

To the Editor: There was an error in your news item on Southern Comfort in your Sept. 14 issue. The news release failed to include mention of the fact that the Southern Comfort 12-page color insert will also be in the December issues of *Playboy* and *Esquire*.

This error was not yours. It was

Photography by Dick Boyer

PRODUCTION
MAN
ON THE
TOWN

Delightful Deadline

At five, this sharp ad man bids toil and turmoil adieu . . . to live like people live. Going steady with Superior Engraving means no more late dates with engravings. Night owl facilities result in early bird delivery . . . eagle-eyed craftsmanship even on the hottest jobs. For superior service and superior quality call **SUperior 7-7070.**

SUPERIOR ENGRAVING CO. *215 West Superior St. Chicago 10, Ill.*

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant

mine. For convenience sake I had given *TV Guide* permission to issue the news release but failed to make sure that they would cover all the facts. They did not include mention of *Playboy* or *Esquire* in their release.

Even though the error was not that of Advertising Age it would be greatly appreciated if you could correct it in a subsequent issue . . .

Ron Smillie,
Account Executive, Krupnick & Associates, St. Louis.

• • •

Reading AA in Germany Led to Translation of Erwin Book

To the Editor: You may be interested to hear another answer to the question "Does it pay to read Advertising Age as far away as in Germany?"

My answer will definitely be "Yes." This now is the third year I'm getting Advertising Age regularly. Of course, mainly the feature section in the back of the magazine is the most valuable over here as the news about the advertising industry in the U.S. are not as important over here. However, even the news section has given me quite an amount of new ideas and is helping to broaden advertising knowledge in order to improve one's abilities.

But I have had an opportunity to prove for myself how valuable the news coverage Advertising Age is giving can be.

The issue of March 17, 1958, carried a story about Mr. Thomas Erwin's new book "Solicitation And Presentation Techniques." Always in search of new ideas and helpful hints for my own work as an advertising consultant, I thought this book could be very valuable for me. And what is more, I had the idea that this book not only would be helpful for me but also for quite a number of German admen. I thought it possible to publish a German language edition with a potential market for about 100 copies.

So I proposed a license agreement to Mr. Erwin, made a thorough translation of the book and published the German edition in April this year. With the help of one pre-publication mailing the first 100 copies of the German edition were sold when they came off the press. With two additional mailings, in the meantime, nearly all copies of a second printing of 100 have been sold.

The German edition sells for DM 460 [about $110] per copy while the pre-publication price has been DM 390 [about $93]. You see the whole thing turned out to be a highly successful venture.

This all leads me to write this letter to you and say a hearty "thank you" to Ad Age. If I hadn't read Advertising Age I probably wouldn't have heard about this book up to now and quite a few advertising consultants and advertising agencies in Germany wouldn't own this very valuable book which they now do appreciate very much. . .

Hubert Schnabel,
Dusseldorf am Rhein, Germany.

• • •

Defends Columnists' 'Prey'

To the Editor: Hurrah for Andy Armstrong and James D. Woolf—most of the time.

For their columns in the Aug. 10 AA I would take up the cudgels for their prey, at least to a certain extent.

An automobile, especially one valued as high as a fat maharajah, is a mighty difficult product to advertise. When they are spilled from the production line like granules of coffee from a can even the most realistic photography would not make elegance, smartness and value—believable. And what of the Mercedes Benz photo? What does it tell you of the product? Is it a small, diesel powered taxicab? Is it a $12,000.00 sedan? To be sure, it is a distinguished radiator cap, but does this photo tell every *New Yorker* reader what he wants to know about Mercedes-Benz?

Mr. Woolf does not like offbeat ads, so no matter to whom the Springs Cotton Mills ad was directed he would find it indefensible. However, I doubt that the ad was directed to the millions of housewives who carefully invest their hard-earned money, unless they become *Esquire* subscribers.

William S. Snyder,
McMaster-Carr Supply Co., Chicago.

• • •

Gets Requests for 'Precis'

To the Editor: Thanks very much for Kenneth Butler's reference to *Precis* (AA, Aug. 3). I'd guess that more than 50 people have written for a copy of *Precis* as a result of his article.

I'm sorry that he didn't tag *Precis* with the same "well established" description that he applied to another catalog. *Precis* is used by six of the seven largest advertising agencies and by the three largest pr counsels. I think we get more business from these people than does any other catalog. Our company accounts include the largest corporations in the world.

We're only 18 months old, but we're very well established.

Ronald N. Levy,
Editor, *Precis*, New York.

• • •

Washington News Is Useful

To the Editor: I'm not one to write fan letters to trade papers, but you have one feature in Advertising Age every week that is so useful to us here that I thought I'd tell you about it.

It's the column your Washington correspondent Stanley E. Cohen writes called, "This Week in Washington."

Because we are a specialized sales promotion and direct mail counseling and creative organization with clients in consumer, mail order, industrial, financial and publishing fields, it's important that we get complete information on Post Office Department and Federal Trade Commission rulings.

These appear in newspapers, trade journals and newsletters, but nowhere can I or our staff depend on getting information needed quickly and completely as in Mr. Cohen's column. His interpretation of what rulings mean are invaluable for us in planning our clients' programs. His forecasts have been surprisingly accurate and his comments most helpful.

We find this column one of the most useful features in the advertising trade press and frequently clip it for our files and make Thermo-Fax copies of items which we send to clients.

Just thought you'd like to know.

Renee Kaplan,
Vice-President, William Steiner Associates, New York.

WTRF-TV STORY BOARD

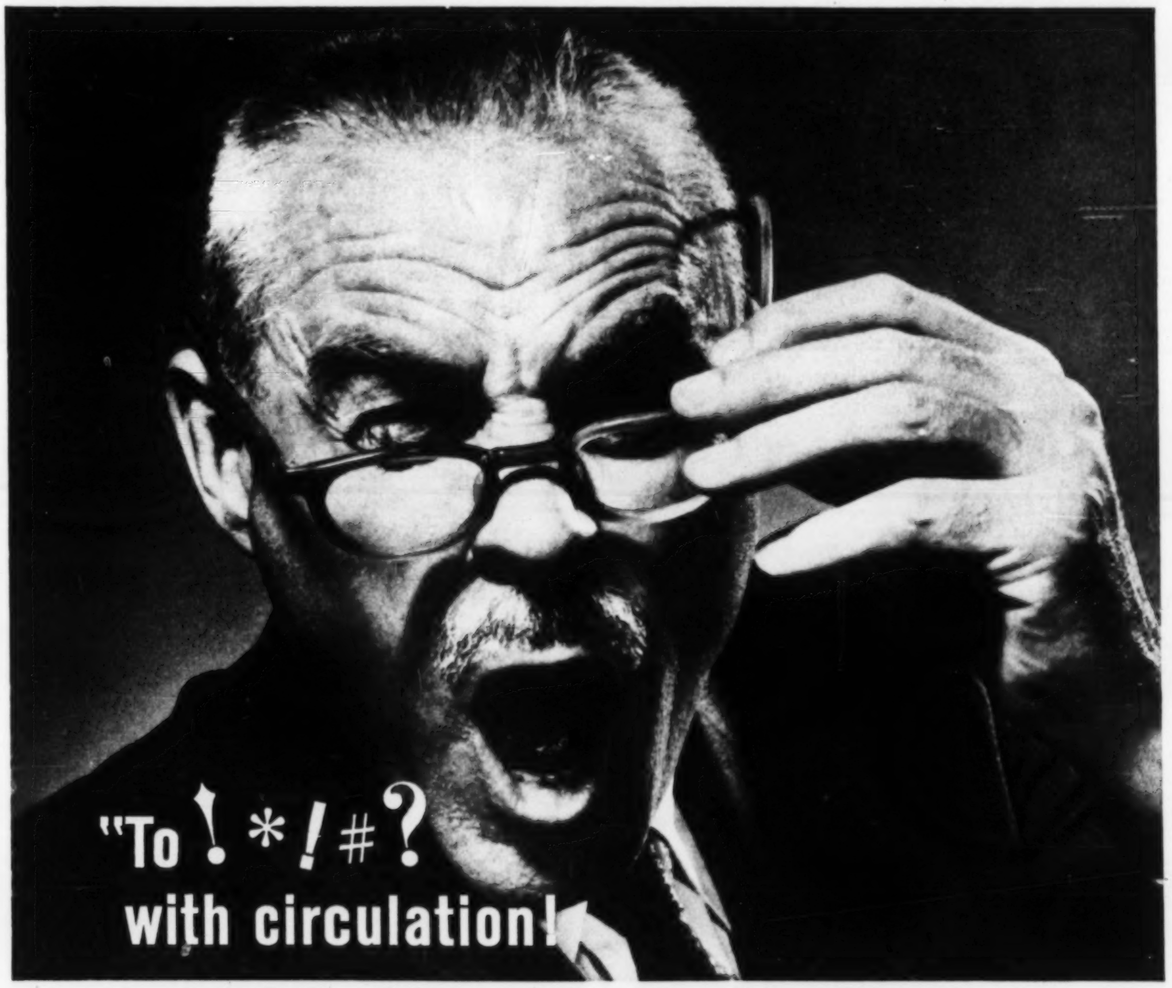
The young man had to rush his wife to the hospital in a terrible hurry. The race was swift and the occasion dramatic, but they didn't quite make it. The child was born on the lawn outside the hospital.

In time a bill came, and among the items was one which read: "Delivery Room, $35.".

The new father returned the bill indignantly, pointing out the injustice and demanding a readjustment. The bill came back promptly, and the father was astonished to read the following revision made about the disputed item: "Greens Fee, $35."

● Inflation has hit everything but the cost of reaching the 2 million people in the 36-county WTRF-TV area. They're happy, busy people in a region where industrial diversification is the key to their annual spendable income of $2½ billion. Let the George P. Hollingbery people show you how to reach them quickly, economically, profitably.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA



I want to know the readeration"

The man knows that circulation can only take a magazine to a purchasing agent's office. It's what happens after it gets there that counts.

Advertisers and ad agencies have put much time and effort into finding out what happens when a magazine like Purchasing reaches the desks of industrial buyers.

One approach, editorial analysis, evaluates publications in terms of their helpfulness and usefulness to readers. On this score Purchasing Magazine is tops.

Another approach measures the amount of time purchasing agents spend with an average issue. Independent studies show that Purchasing Magazine outstrips its field by far.

A third technique is based on reader preference studies. We never make these studies ourselves. But Purchasing Magazine comes out on top in every independent survey we've ever heard about, and we've seen a lot of them. Even surveys that include executives other than purchasing agents show that Purchasing ranks at or near the top among *all* business publications.

If you're looking for "readeration" that sparks reader-action from your advertising, look over the evidence. Our nearest representative has it ready for you.

PURCHASING MAGAZINE BPA
A CONOVER-MAST PUBLICATION NBP
the news and methods magazine for industrial buyers
205 East 42nd Street, New York 17, New York

September Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
§American Agriculturist (sm)	20.2	30.1	261.0	258.0	14,681	22,299	189,114	188,753	12,814	20,557
§Arizona Farmer-Ranchman (bw)	65.5	86.8	523.8	597.9	49,578	65,653	396,024	452,037	48,515	63,968
‡Arkansas Farmer: (mon)										
#Delta Edition	10.0	—	160.7	—	7,540	—	121,521	—	6,845	—
#Western Edition	8.7	—	155.4	—	6,599	—	117,543	—	5,904	—
Average 2 Editions	9.3	—	158.1	—	7,069	—	119,531	—	6,375	—
California Farmer: (bw)										
#Northern Edition	40.4	36.6	363.8	418.4	33,019	33,703	294,591	328,294	31,661	32,387
#Southern Edition	37.8	34.7	345.2	410.1	30,863	32,097	279,400	315,385	29,505	30,781
Average 2 Editions	39.1	35.6	354.5	414.2	31.941	32,955	286,995	321,895	30,583	31,584
Capper's Farmer (mon)	32.9	48.8	351.0	452.1	14,105	20,940	150,591	193,957	13,324	20,134
Colorado Rancher & Farmer (sm)	38.8	30.3	337.6	276.6	29,369	22,920	255,459	209,454	27,843	21,541
Dakota Farmer (sm)	55.6	54.4	607.3	557.9	43,573	42,668	476,138	437,418	42,532	41,742
‡‡*Electricity on the Farm (mon)	—	—	79.2	70.5	—	—	27,335	25,182	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	30.1	35.7	313.6	326.9	12,922	15,315	134,555	140,223	11,823	13,987
#Southwestern Edition	31.7	33.4	317.5	324.6	13,580	14,332	136,191	139,265	12,309	12,802
Average 2 Editions	30.7	34.8	315.1	326.0	13,178	14,932	135,192	139,849	12,013	13,506
Farm Journal: (mon)										
#Central Edition	89.9	75.8	753.8	711.3	38,569	32,499	323,365	305,163	37,118	31,349
#Eastern Edition	74.9	65.1	681.1	634.0	32,134	27,925	292,191	271,984	30,683	26,775
#Southern Edition	61.7	58.9	588.1	570.4	26,486	25,278	252,301	244,682	25,035	24,128
#Western Edition	83.1	65.9	727.0	669.2	35,637	28,283	311,872	287,091	34,186	27,133
Average 4 Editions	77.4	66.4	687.5	646.2	33,207	28,496	294,933	277,230	31,756	27,346
**Farm Quarterly (q)	90.0	75.5	295.5	252.0	41,580	34,881	136,521	116,424	—	—
The Farmer (sm)	98.2	103.5	836.1	797.5	76,997	81,181	655,486	625,201	71,419	75,914
|||Farmer-Stockman: (mon)										
#Oklahoma Edition	43.5	37.2	296.5	311.1	33,036	16,000	215,551	133,498	31,118	14,816
#Texas Edition	34.5	30.5	249.2	283.8	26,186	13,104	179,989	121,759	24,458	11,777
Average 2 Editions	39.0	33.9	272.9	297.5	34,612	14,552	197,770	127,629	27,788	13,297
‡Georgia Farmer: (mon)										
#North Edition	7.6	—	98.9	—	5,773	—	74,806	—	—	—
#South Edition	6.6	—	113.3	—	5,017	—	85,667	—	4,540	—
Average 2 Editions	7.1	—	106.0	—	5,395	—	80,237	—	4,918	—
††Indiana Farmer (mon)	14.5	10.8	132.5	137.2	11,380	8,502	103,844	107,557	8,678	5,988
Kansas Farmer (sm)	45.9	43.0	363.5	341.4	34,885	32,603	276,273	259,456	31,060	29,360
Kentucky Farmer (mon)	18.2	15.8	192.7	192.1	14,290	12,384	151,121	150,617	12,823	11,135
Michigan Farmer (sm)	61.1	54.7	544.2	478.3	46,936	42,033	417,979	367,324	41,651	36,993
Minnesota Farmer (mon)	15.3	12.6	145.7	123.8	12,069	9,937	114,565	97,118	11,285	9,447
‡Mississippi Farmer: (mon)										
#Delta Edition	8.6	—	81.1	—	6,512	—	61,345	—	5,910	—
#Eastern Edition	6.8	—	75.2	—	5,151	—	56,892	—	4,549	—
Average 2 Editions	7.7	—	78.1	—	5,831	—	59,119	—	5,229	—
Missouri Ruralist (sm)	52.1	48.7	383.2	375.4	29,567	37,035	291,223	285,339	32,597	31,024
Montana Farmer-Stockman (sm)	82.6	75.8	548.6	542.9	62,451	57,292	414,751	410,398	37,100	35,987
Nebraska Farmer (sm)	101.0	99.7	839.1	772.3	76,388	75,434	635,342	584,266	66,763	65,924
§New England Homestead (sm)	21.3	26.6	233.7	265.7	14,926	18,646	163,579	185,997	10,329	14,295
New Jersey Farm & Garden (mon)	23.5	30.9	285.4	363.4	10,582	13,888	128,476	163,526	10,212	11,459
New Mexico Farm & Ranch (mon)	16.8	15.3	141.0	120.9	12,719	11,550	106,610	91,720	12,579	11,466
Ohio Farmer (sm)	77.8	71.1	671.0	568.6	59,753	54,649	515,363	436,662	49,878	46,828
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	28.9	39.6	322.3	343.4	21,884	29,907	243,673	259,643	20,124	38,014
Oregon Farmer	23.6	31.3	295.6	320.1	17,840	23,675	223,437	241,972	16,544	22,258
Utah Farmer	29.9	39.8	321.9	331.9	22,571	30,088	243,334	250,942	20,205	27,197
Washington Farmer	26.9	34.4	305.1	338.6	20,339	25,983	230,668	256,037	18,967	24,566
Pennsylvania Farmer (sm)	42.6	34.0	428.9	376.4	32,741	26,121	329,347	289,048	29,489	23,373
Prairie Farmer: (sm)										
#Illinois Edition	117.7	142.2	931.0	855.2	85,659	103,554	677,800	622,632	75,168	93,148
#Indiana Edition	111.4	140.4	885.7	831.2	81,121	102,184	644,847	605,078	70,630	91,778
Average 2 Editions	114.6	141.3	908.4	843.2	83,390	102,869	661,327	613,855	72,899	92,463
Progressive Farmer: (mon)										
#Carolina-Va. Edition	74.3	62.3	667.2	684.9	50,513	42,397	453,716	465,716	49,037	40,966
#Ga.-Ala.-Fla. Edition	74.5	66.0	664.9	695.0	50,656	44,861	452,108	472,597	49,032	43,306
#Ky.-Tenn.-W. Va. Ed.	71.6	61.6	622.7	639.7	48,656	41,892	423,449	435,017	47,442	40,625
#Miss.-La.-Ark. Edition	74.1	61.1	640.0	651.4	50,395	41,535	435,178	442,979	48,977	40,263
#Texas Edition	79.2	63.8	662.8	665.9	53,826	43,381	450,729	452,843	52,079	41,652
Average 5 Editions	74.7	63.0	651.5	667.4	50,809	42,813	443,037	453,831	49,313	41,362
Southern Planter (mon)	18.3	15.5	180.4	194.8	12,820	10,875	126,237	136,428	12,471	10,500
Successful Farming (mon)	91.3	70.1	676.2	616.3	41,078	31,563	304,272	277,315	41,301	31,804
Tennessee Farmer & Homemaker (mon)	10.9	9.7	140.8	136.8	8,563	7,666	110,436	107,279	7,447	6,544
Wallaces' Farmer (sm)	147.2	113.8	937.2	839.3	115,415	89,207	734,742	658,013	102,110	77,978
§Weekly Star Farmer: (w)										
#Kansas Edition	12.3	12.5	133.1	126.2	30,370	30,935	328,044	311,079	15,553	19,180
#Missouri Edition	14.0	13.6	138.5	131.0	34,701	33,648	341,304	322,801	19,564	21,702
#Okla.-Ark. Edition	10.1	10.7	117.0	111.3	25,016	26,503	287,943	274,265	13,077	16,528
Average 3 Editions	12.1	12.2	129.5	122.8	30,029	30,362	319,097	302,715	16,065	19,137
Western Crops & Farm Management	20.0	14.9	180.3	185.4	8,580	6,407	77,896	79,542	8,580	6,407
†Western Farm Life: (sm)										
#Regular Edition	25.4	26.9	186.2	255.3	19,973	21,126	145,996	200,213	13,432	17,256
#Colorado Edition	30.1	31.3	256.4	341.0	23,636	24,561	201,084	267,466	17,039	20,439
Average 2 Editions	27.8	29.1	211.3	298.2	21,804	22,843	173,540	233,839	15,235	18,847
Wisconsin Agriculturist & Farmer (sm)	77.7	82.5	650.8	594.4	60,896	64,688	510,239	465,963	60,333	63,912
Wyoming Stockman-Farmer (mon)	40.5	36.6	413.4	367.7	30,632	27,664	312,532	277,970	25,645	23,448
Total Group	1,669.7	1,550.3	13,805.6	12,973.1	1,181,893	1,085,789	9,779,208	9,804,209	999,805	933,067

§Not included in totals; figures shown are for August issues as September figures were not available as this issue went to press. #Not included in totals. ‡Started publishing sectional editions March 1959 so there will be no 1958 figures. *Changed from 357-line page January 1959. **Published quarterly in March, June, September and December; figures shown are for September issue. †Formerly known as Farm Management. ††Formerly known as Indiana Farmer's Guide. |||Changed from 428-line page to 760-line page February 1959. ‡‡No September 1958 or 1959 issues.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
Iowa Farm & Home Register (mon)	25.9	30.4	165.0	171.9	25,964	30,469	165,041	171,970	25,677	30,022
Texas Ranch & Farm (mon)	11.2	8.9	129.6	123.8	11,228	8,932	129,638	123,774	10,990	8,232
Total Group	37.1	39.9	294.6	295.7	37,192	39,401	294,679	295,744	36,667	38,254

Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
Agricultural Leaders' Digest (mon)	8.3	12.3	71.3	90.0	3,567	5,295	30,744	38,671	3,567	5,295
†Better Farming Methods: (mon)										
#Eastern Edition	20.2	—	70.9	—	8,673	—	30,415	—	8,673	—
#Central Edition	22.6	—	77.2	—	9,698	—	33,139	—	9,698	—
#Southern Edition	18.4	—	65.4	—	7,885	—	28,051	—	7,885	—
#Western Edition	18.3	—	65.3	—	7,871	—	28,009	—	7,871	—
Average 4 Editions	19.9	24.1	223.6	261.2	8,532	10,331	95,943	112,061	8,532	9.902
California Farm Bureau Monthly (mon)	10.5	13.7	92.0	121.4	7,903	10,353	69,616	91,665	7,483	9,853
Cooperative Digest (mon)	5.3	4.2	68.9	54.5	2,205	1,750	29,255	23,420	2,205	1,750
County Agent & Vo-Ag Teacher (mon)	23.9	24.2	228.1	240.7	10,239	10,395	97,763	103,136	10,239	10,395
§Iowa Farm Bureau Spokesman (w)	43.8	41.2	420.8	409.0	44,457	41,818	426,711	415,021	43,080	39,910
Michigan Farm News (mon)	2.3	2.2	21.2	24.7	5,347	5,010	49,257	57,426	4,783	4,473
Missouri Farmer (mon)	12.1	14.5	113.1	124.3	5,105	6,078	47,492	52,208	4,032	5,343
National 4-H News (mon)	18.5	17.8	164.5	162.7	7,764	7,488	69,099	68,314	7,764	7,488
Nation's Agriculture (mon)	9.4	9.7	67.2	73.1	4,233	4,371	30,221	32,904	—	—
Ohio Farm Bureau News (mon)	8.2	19.1	93.6	96.9	3,675	8,601	42,439	43,666	—	—
§Washington Grange News: (sm)										
East Edition	15.9	16.1	118.7	108.4	17,209	17,493	129,185	117,784	16,785	17,157
West Edition	14.3	14.9	113.8	106.4	15,508	16,198	123,483	115,536	15,084	15,862
Average 2 Editions	15.1	15.5	116.1	107.5	16,359	16,845	126,198	116,654	15,985	16,509
Total Group	118.4	141.8	1,143.5	1,249.5	58,570	69,672	561,829	623,471	48,605	54,499

†Started publishing sectional editions in July 1959, so there will be no 1958 figures. §Not included in totals; figures shown are for August issues as September figures were not available as this issue went to press. #Not included in totals.

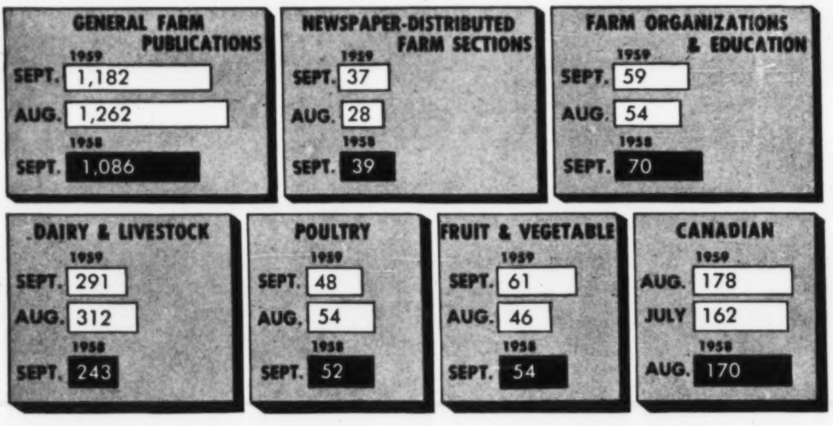
Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
Breeder's Gazette (mon)	25.3	16.6	152.1	134.3	10,888	7,139	65,287	58,049	6,877	5,453
The Cattleman (mon)	123.2	92.8	845.3	721.8	51,800	38,980	354,959	302,9[illegible]4	17,157	13,367
§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal:	24.0	24.4	253.5	253.4	51,118	51,881	539,542	539,313	33,575	34,229
Kansas City Daily Drovers Telegram	24.6	25.8	255.1	255.3	52,412	54,975	542,891	543,329	41,894	40,259
Omaha Daily Journal-Stockman	30.1	25.0	281.5	280.8	64,039	53,212	599,104	597,525	50,893	42,292
St. Louis Daily Livestock Reporter	18.2	21.1	203.6	191.9	38,716	45,034	433,254	408,341	30,912	35,781
§Dairymen's League News (bw)	14.8	13.0	121.4	111.0	10,791	9,489	88,430	80,856	10,071	8,709
Florida Cattleman (mon)	75.5	62.4	656.0	589.2	31,726	26,231	271,477	247,319	20,083	16,562
Hoard's Dairyman (sm)	59.6	62.9	571.7	518.7	43,391	45,826	416,225	377,623	35,374	38,233
Livestock Breeder Journal (mon)	72.5	83.9	599.2	542.9	34,230	35,252	255,458	228,000	3,682	2,394
National Hog Farmer (mon)	23.6	12.4	177.4	105.7	23,954	12,586	180,061	107,395	23,175	11,840
National Live Stock Producer (mon)	17.6	16.1	160.9	125.5	12,841	11,724	117,118	91,348	12,180	11,003
Western Dairy Journal (mon)	50.6	41.6	395.5	350.9	21,687	17,827	169,645	150,181	8,100	10,218
Western Livestock Journal: (mon)										
Mts. & Plains Edition	64.6	49.0	614.9	472.5	27,730	21,050	263,820	202,739	9,488	7,827
Pacific Slope Edition	76.6	61.9	898.0	882.4	32,866	26,561	385,267	378,605	14,582	13,030
†§Western Livestock Reporter (w)	20.7	22.1	246.0	276.3	27,821	29,702	323,528	320,341	9,366	10,262
Total Group	589.1	499.6	5,071.0	4,443.9	291,113	243,176	2,479,317	2,144,203	150,698	129,927

§Not included in totals; figures shown are for August issues as September figures were not available as this issue went to press. †Changed from 1,120-line page to 1,344-line page February 1, 1959.

Farm Linage Trend

Figures in Thousands



Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
American Poultry Journal:										
Egg Producer Edition:										
#Eastern Edition	19.4	22.4	170.5	208.6	8,317	9,613	72,639	90,520	5,511	7,741
#Midwest Edition	19.4	22.7	176.9	217.7	8,346	9,759	77,212	93,339	5,979	7,762
#Pacific Edition	19.5	23.0	189.9	212.1	8,366	9.830	81,436	90,926	5,242	7,168
#Southern Edition	20.6	23.3	188.1	219.4	8,840	9,998	82,501	94,215	5,807	8,137
#Broiler Prod. Ed.	8.3	10.9	123.1	—	3,578	4,687	52,364	—	3,578	4,386
#Turkey Producer Ed.	10.3	13.7	113.5	—	4,436	5,877	48,659	—	4,418	5,563
Average 6 Editions	16.2	19.3	160.2	—	6,961	8,256	67,135	—	5,089	6,793
Broiler Growing (mon)	23.7	32.7	294.6	316.9	10,193	14,045	126,394	135,954	8,247	10,719
§Georgia Poultry Times (w)	26.7	23.5	261.4	248.2	29,526	25,368	236,998	205,348	26,768	23,184
†§The Poultryman: (w)										
Dixie Edition	8.6	13.6	124.5	132.0	9,428	14,707	135,178	143,214	5,020	8,748
National Edition	8.5	12.9	118.8	124.9	9,217	14,021	128,884	135,607	4,824	8,664
New England Edition	12.4	15.9	154.1	152.3	13,442	17,292	167,190	165,257	8,342	11,039
New Jersey Edition	13.8	24.3	187.0	215.3	15,007	26,408	202,991	233,614	10,433	18,169
Poultry Tribune: (mon)										
#Eastern Edition	41.7	37.8	347.8	324.0	17,885	16,200	149,222	138,992	13,504	12,124
#Midwest Edition	39.0	33.6	340.5	316.3	16,724	14,409	146,073	135,677	12,378	10,702
#Pacific Edition	43.3	41.6	426.1	379.6	18,595	17,843	182,779	162,857	12,843	11,669
#Southeast Edition	43.0	37.4	395.1	355.9	18,427	16,026	169,507	152,674	13,543	11,223
#Southwest Edition	40.0	36.8	352.8	326.9	17,143	15,807	151,365	140,238	12,511	11,105
Average 5 Editions	41.4	37.4	372.5	340.5	17,755	16,057	159,788	146,088	12,956	11,365
Turkey World (mon)	30.8	32.1	400.4	394.5	13,202	13,772	171,762	169,263	11,432	12,628
Total Group	112.1	121.5	1,227.7	1,051.9	48,111	52,130	525,079	451,305	37,724	41,505

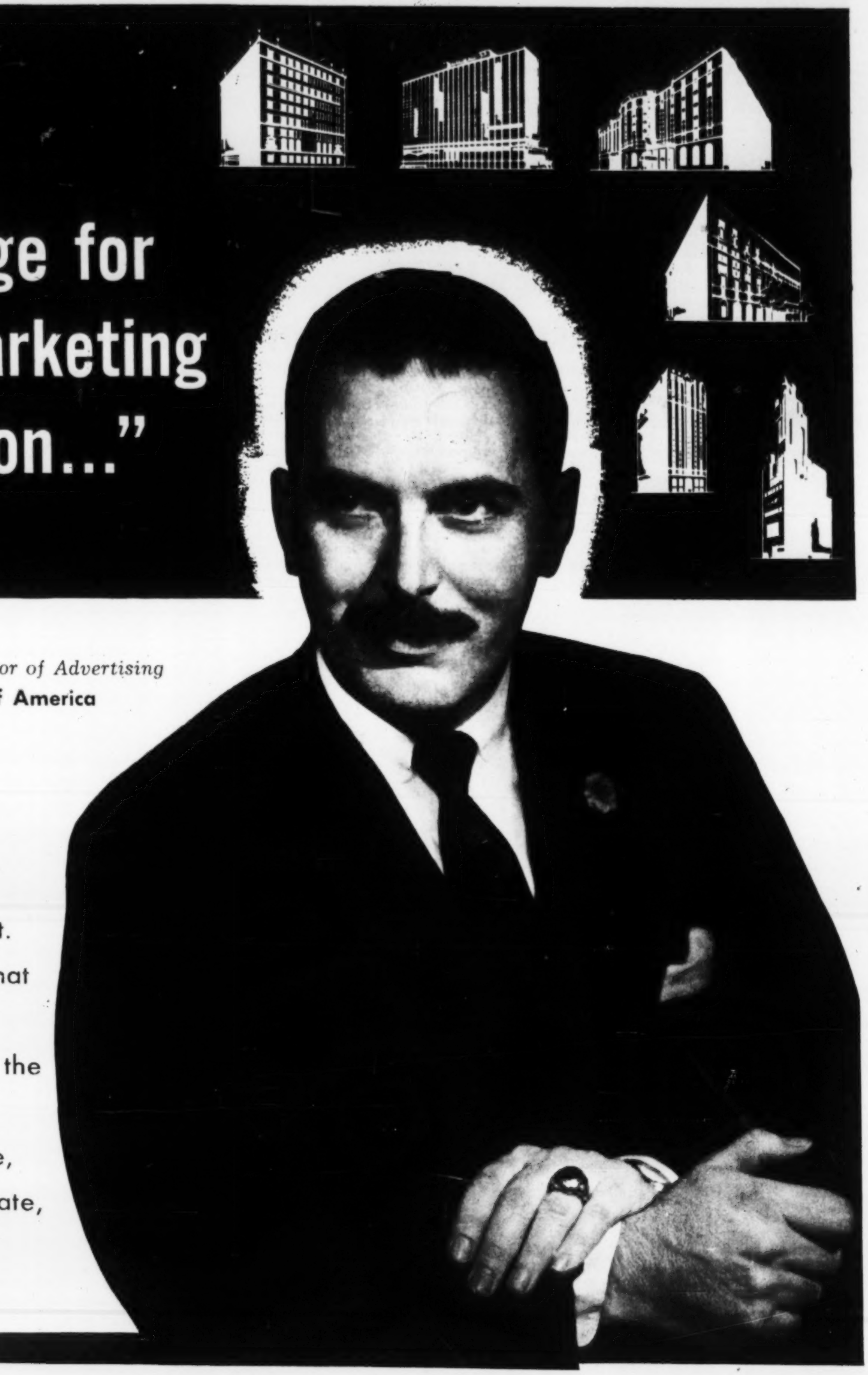
#Not included in totals. §Not included in totals; figures shown are for August issues as September figures were not available as this issue went to press. †Four issues August 1959; five issues August 1958.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
American Fruit Grower (mon)	13.1	10.3	277.8	298.3	5,679	4,464	120,027	128,864	5,259	4,172
American Vegetable Grower (mon)	18.2	14.1	285.4	260.5	7,862	6,080	123,292	112,551	7,592	5,885

(Continued on Page 138)

"I read Ad Age for first-hand marketing information..."



says **WILLIAM MORTON**
Vice-President and Director of Advertising
Sheraton Corporation of America

"No Monday-morning nibbling at Advertising Age for me. I wait till evening when I can really enjoy the whole magazine in comfort and quiet. Ad Age is especially valuable now that Sheraton's operations are more extensive than ever before, covering the United States, Hawaii and Canada. Next to being in our 41 cities at once, it's the best way I know to get accurate, first-hand marketing information."

Advertising Age
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates
Last Minute News Flashes

important to important people

An alumnus of Providence (Rhode Island) College, Mr. Morton began his career in advertising with the RKO Theatres. In 1948, he came to the Sheraton organization as director of sales and promotion for the Sheraton-Biltmore in Providence. He rose to assistant director of sales and promotion for the Sheraton Corporation and, in 1956, was named director of advertising. Mr. Morton has lectured on advertising and hotel sales at several universities, including the Harvard Business School and the Cornell School of Hotel Administration. His professional affiliations include the International Hotel Sales Management Association, which he has served as president, and the Sales Promotion Executives Association, of which he has been a director. He also is a past-director of the Boston Advertising Club.

1 Year (52 issues) $3

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
California Citrograph (mon)	21.2	21.6	184.7	188.5	14,224	14,546	124,140	126,644	13,916	14,394
Florida Grower & Rancher (mon)	32.4	29.3	230.5	241.7	22,037	19,939	157,045	168,182	21,276	18,221
Vegetable Growers Messenger (bm)	8.7	5.1	32.9	25.6	3,654	2,142	13,818	10,860	——	——
Western Fruit Grower (mon)	17.3	16.1	251.6	269.7	7,266	6,762	105,672	113,274	7,266	6,762
Total Group	110.9	96.5	1,262.9	1,284.3	60,722	53,933	643,994	660,375	55,309	49,434

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
Canadian (August)										
Country Guide (mon) ..	27.1	25.8	318.7	300.7	19,541	18,638	229,503	216,555	——	——
Family Herald (w)	54.4	51.5	595.6	583.7	53,092	50,248	581,799	569,162	35,728	35,055
Farmer's Advocate & Canadian Countryman (sm) ...	36.3	32.2	344.7	345.4	25,415	22,506	241,310	241,797	21,622	18,810
Le Bulletin des Agriculteurs (mon) ..	41.7	41.5	420.1	423.1	29,174	29,053	294,148	296,137	29,174	29,053
Western Producer (w) ..	47.9	46.0	499.0	460.5	51,270	49,268	533,930	492,689	30,182	27,484
Total Group	207.4	197.0	2,178.1	2,113.4	178,492	169,713	1,880,690	1,816,340	116,706	110,402

L. Grief Names Sandler

L. Grief & Bro., Baltimore, has named Gilbert Sandler Advertising Agency, Baltimore, to handle its advertising. Marx Kaufman Advertising, Baltimore, is the former agency of record.

COLORFUL "Lusterchrome"® POSTCARDS ATTRACT THE EYE

Advertise Your Products with POST CARDS IN FULL NATURAL COLOR

Reproduced from Color Transparencies

The LOW COST of the NATURAL COLOR POST CARDS will amaze you.

Samples and prices on request.

DEPT. A

TICHNOR BROTHERS, INC.
1249 Boylston Street, Boston, Mass.

Confirm Consumer's Judgment via Ads with Sampling Drive: Robertson

NEW YORK, Sept. 22—As its Own a Bit of America promotion was getting an assist from a congressional subcommittee, which decided to drop the Multer bill that would have outlawed it (AA, Sept. 21), B. T. Babbitt Co. was making its voice heard on the plan's rationale and on its reprieve.

At the sales promotion workshop held here by the Assn. of National Advertisers last week Ralph C. Robertson, Babbitt's director of advertising, traced the thinking behind the promotion and that of its predecessor, the Babbitt transit token campaign.

He also stressed the importance of making the promotions build a brand franchise. Here are some of the highlights from his talk:

On Sampling: "One of the best ways to enhance a brand's image . . . Generally considered to be the most expensive form of promotion . . . But the most productive per dollar invested if—and that's a big if—the product to be sampled has readily recognizable advantages over competition . . .

"A strong consumer advertising campaign should be used simultaneously to tell the advantages of the product and confirm the judgment of the consumer . . . A lot of people aren't too sure of their own judgment; they definitely need to have the verification that a strong advertising campaign imparts."

On price reduction: "People who shift to your brand because it is cheaper are just as quick to shift to a competitive brand . . . Brand images are not important to consumers who buy strictly on the basis of price . . . Offers cannot be used indefinitely to take the place of consumer advertising devoted exclusively to building the brand's image . . ."

On combination packs: "[A Bab-O canister pack] gave us an immediate increase in sales and gave the consumer a utility item of value. It enhanced the brand image . . . We expect lasting benefits . . . The cans of our leading competitor won't fit inside the canister . . ."

On imaginative promotions: "[In the token and OBA promotions] there is a recognizable benefit to a third party—a worthy cause . . . We have actually had buyers vying with each other to see who could get a shipment of Own a Bit of America-labeled merchandise first."

■ He paid tribute to the leadership of Marshall Lachner, and pointed out that Babbitt's budget is small in the hot shampoo, cleanser and detergent fields. He reported, "We are convinced that the right kind of promotion—a promotion with enough impact at the point of sale to cause brand switching—can be used effectively to establish a favorable point of difference between your product and your competitor's."

Here are Mr. Robertson's seven cardinal rules for the imaginative promotion:

- 1. It must be a big idea, doing big things for people.
- 2. It must be a universal idea.
- 3. It must have news value ("the kind of idea that makes your mother-in-law say, 'What will they think of next'?").
- 4. It should be an idea that takes in all media.
- 5. It should have a sales trigger ("so simple any salesman can understand it and be inspired by it").
- 6. It should be an idea that could be followed through.
- 7. It should be an idea you're proud to sponsor—"not only build sales, but the reputation of the company that spends its stockholders' money to support it."

■ In reaction to the action of the House judiciary subcommittee in voting down the Multer bill, Babbitt issued the following statement:

"The American people will applaud the decision of the congressional subcommittee that our Own a Bit of America program to give shoppers free U.S. Treasury stamps is completely in the public interest. The committee's rejection of Congressman Multer's proposed bill supports the view of the U.S. Treasury, OBA Corp. and many others that the Treasury Department's program to sell stamps and bonds needs the continued and stepped-up support of industry and the general public.

"We who conceived the OBA program are pleased that Congressman Multer's proposed bill made it possible to remove any doubts that existed as to the importance of OBA and the need for favorable support from industry and the public.

"It is our hope that many other companies will participate with B. T. Babbitt in the OBA program and that the public will look for products that offer OBA coupons redeemable for Treasury stamps."

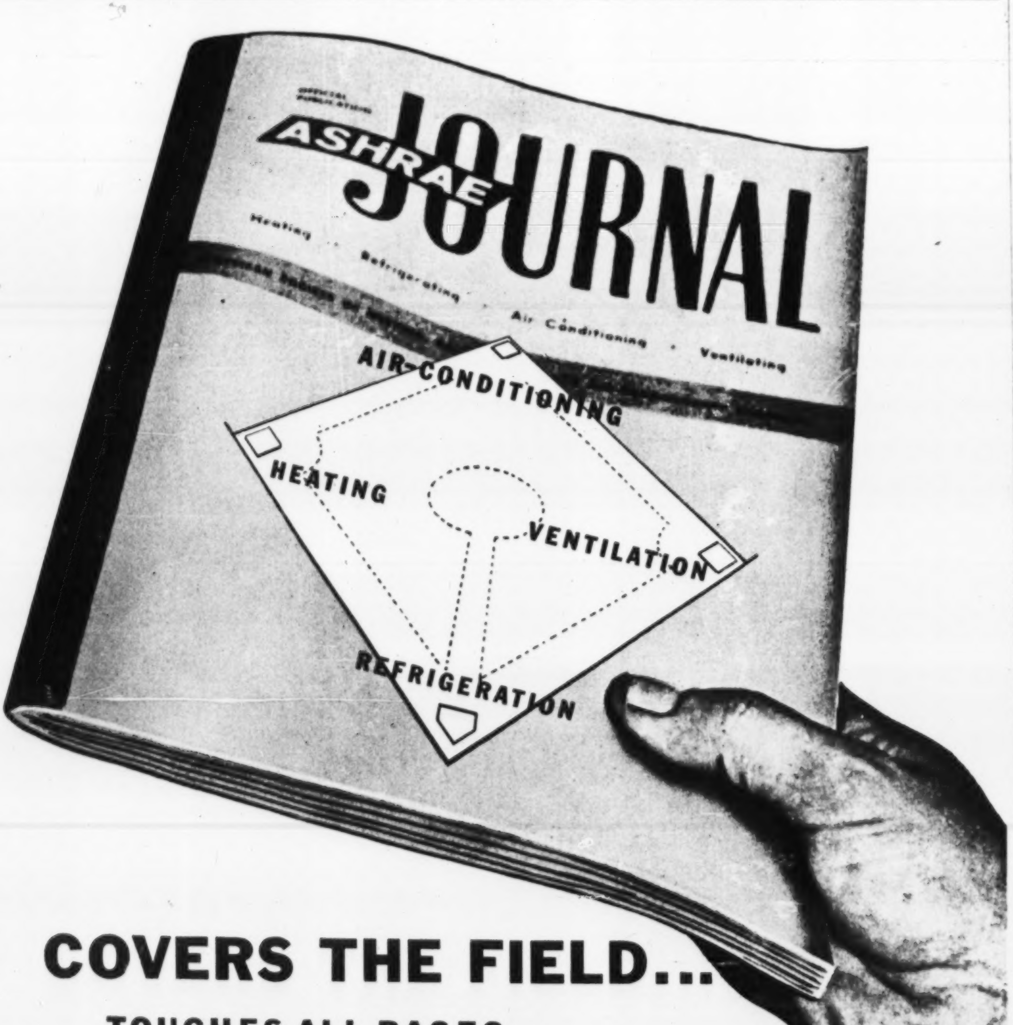
■ Officials of Reuben H. Donnelley Corp., which is handling the OBA promotion, had protested to the subcommittee that they had been unable to secure widespread participation in the plan because of the possibility of enactment of the Multer bill. Reportedly the committee vote killing the bill was 5-2.

TV Film Acquisitions

The U.S. Department of Justice has challenged the acquisition of two tv film distributing organizations by United Artists Associated, New York. The acquisition of Associated Artists Productions Corp. and C&C Films substantially lessened competition in the distribution of feature film for tv, the department charged. The two companies allegedly control the complete pre-1949 film libraries of Warner Bros. and RKO. A similar suit is pending against Screen Gems (a subsidiary of Columbia Pictures Corp.) for securing exclusive distribution rights for the film library of Universal Pictures.

McGraw-Hill Names Hubbard

Philip H. Hubbard Jr., formerly Atlantic district manager for *Nucleonics*, New York, a McGraw-Hill publication, has been appointed advertising sales manager, a new post.



COVERS THE FIELD...

TOUCHES ALL BASES...
OF A BILLION-DOLLAR AREA

The ASHRAE JOURNAL is *the* hard-hitting publication that connects squarely with: Air Conditioning, Heating, Refrigeration and Ventilation.

Written with authority, it is read, understood and respected by Society-members. Here is vital circulation—98% engineers.

The ASHRAE JOURNAL can make a real pitch for your product... making it score heavily. For Circulation Breakdown and Rate Card, write today to:

AMERICAN SOCIETY OF HEATING, REFRIGERATING and AIR CONDITIONING ENGINEERS
Richard T. Biedler, Advertising Manager . . . 62 Worth Street, New York 13, New York • BA 7-6262

• SPRINGFIELD
• DECATUR
• CHAMPAIGN-URBANA

"Where Mid America Lives and Buys..."

NEW 59th *

METROPOLITAN MARKET

NEW GRADE "A"

Only by

SPRINGFIELD WICS DECATUR

CHAMPAIGN WCHU URBANA

NBC Exclusive

OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

Purchasers Use Directories, Business Papers, Phonebooks, Study Indicates

Canada's 'London Study' Delineates Influences in Industrial Buying

TORONTO, Sept. 22—The problems of industrial selling in Canada are outlined, along with suggested approaches and recommendations in "How Industry Buys," a publication authored by three members of the faculty of the University of Western Ontario and sponsored by the Business Newspapers Assn. of Canada and three chapters of NIAA.

The authors are Dr. Donald Thain, Dr. David Leighton and Charles B. Johnston, of the university's school of business administration. The study is the fruit of two years' work and consists of observations on the industrial purchasing process, the people involved in the purchasing process, the marketing concept applied to industrial products, and 36 case histories, of which 11 use disguised company names.

The study has been called "The London Study," because the companies were drawn from the London, Ont., area, and because the university is located there. The purchases of industry were divided into (1) major, non-routine purchases, (2) component or medium value purchases and (3) smaller, routine purchases. The sample conforms to the general manufacturing outline of Canadian industry, and a draft of the case history involved went to each company.

The companies ranged from giants like Canadian Westinghouse Ltd. to companies of 70 and 80 employes, and from a brewery (Labatt's) to a newspaper (*London Free Press*).

■ Some of the highlights of the 274-page study:

- The four printed sources of supplier information mentioned most frequently by purchasing agents were (1) manufactures and trade directories, (2) business publications, (3) promotional literature left by salesmen or mailed to the company, (4) telephone book yellow pages.
- It seemed that little intensive effort was undertaken or required to locate suppliers, and buyers tended to limit consideration to suppliers with which they were familiar, or about which they could get quick information. Past experience, reputation and location of suppliers were key factors.
- Business paper reading did well in the study, but advertising was seldom credited as a direct source of buying decisions. Respondents were critical of industrial advertising and its lack of information.
- In a rather wry note, the study comments, "The influences of reciprocity, trade advertising and friendly relationships with salesmen were de-emphasized by the respondents in our study. This may be because it is unfashionable for purchasing agents to admit that these factors are important influences in their decisions. . . It is evident that the real answers to such questions would have to be based on the kinds of information that might be gathered by a motivational study . . ."
- The influence of "Buy Canadian" was repeatedly noted.
- On product policy: "It is important to note that an industrial marketer is not selling a product as much as he is selling a solution to a buyer's problem."
- On industrial advertising: Case research indicates that "the most important functions of industrial advertising were (1) to maintain awareness of a company and (2) to build a satisfactory company image.

■ "Most industrial purchasing results from group discussions and decisions," the authors note. "It is therefore important that as many personnel as possible in the customer's organization be made aware of a potential supplier and his products. However, most of the personnel are not reached by salesmen. . . In many cases the only practical and economical method of reaching personnel whose opinions may have an important bearing on the final purchasing decision is through business paper advertising."

Copies of the study are available at $7.50 from Business Newspapers Assn., 100 University Ave., Toronto. #

NTA to Swap with Russ

National Telefilm Associates, New York, has signed an agreement with the Soviet Union for the exchange of television programs and motion pictures. The agreement calls for the Russian films to be screened in New York or Los Angeles, the NTA film in Moscow.

Cedergreen to Kraft, Smith

Cedergreen Frozen Pack Corp., Wenatchee, Wash., food freezer marketing under the Cedergreen, Polar and Eskimo brands, has appointed Kraft, Smith & Ehrig, Seattle. Earlier the account was handled by Bozell & Jacobs, Seattle. Cedergreen is a subsidiary of Pacific American Fisheries, Bellingham, whose subsidiary for the marketing of seafoods, Deming & Gould, has been served for 30 years by Kraft, Smith & Ehrig and its predecessor, the Seattle office of Honig-Cooper, Harrington & Miner.

Clairol Names Zinderman

Sy Zinderman has been named sales promotion manager of Clairol Inc., New York. Mr. Zinderman has been assistant sales promotion manager since he joined the company in 1958.

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

The Confidence Factor in radio

New Pulse studies show McClatchy stations KMJ and KFBK lead in acceptance

New Pulse qualitative studies in Sacramento and Fresno, California show the McClatchy stations, KFBK and KMJ, substantially ahead in public confidence and acceptance.

Briefly, respondents were asked which radio station:

1. gave most complete and accurate news
2. gave the greatest feeling of confidence in advertised products
3. gave the best programming variety

In each case, KFBK and KMJ ran substantially ahead of competition. In fact, in every instance, they topped the next two stations combined in listener favor.

Get what you want in your radio buy — listener confidence, ratings, coverage and economy — from KFBK and KMJ. Any Raymer man can give you details.

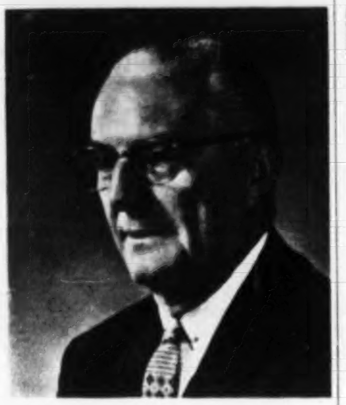
McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

ATTENTION EAST COAST READERS! We'd like you to meet H. H. "Duby" DuBois, newly-appointed Vice President and Manager of our Eastern office located in Philadelphia.



A seasoned "pro" in the business of advertising and marketing, Mr. DuBois' background of experience ranges from the media field (Cosmopolitan, Look, Curtis) to the agency field (including a dozen years or so of having the Fels and Company account as principal responsibility). "Duby's" headquarters are at 1405 Locust Street, Philadelphia, and a call to him at KIngsley 6-0963 will bring him runnin' with all the facts on how Burgoyne can help you with your grocery and drug product sales research problems.

* * *

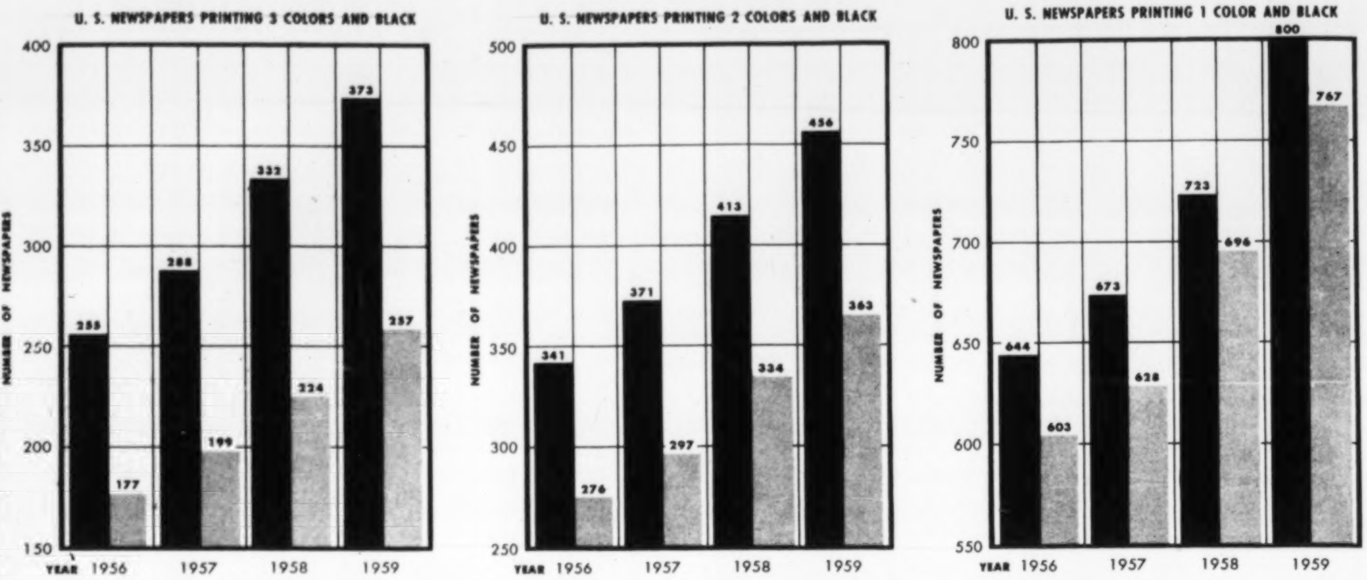
As an example, advertisers have used BURGOYNE sales studies in a number of different ways, ranging from determining the saleability of new products to evaluating merchandising ideas such as one-cent sales, premiums, displays, etc. And one of the most popular features of a Burgoyne Retail Sales Study is its flexibility. The Burgoyne organization is set up with permanent panels of drug and grocery stores in 50 of the best test markets throughout the country—providing a wide choice in combination of cities, or size or number of stores to be used as the basis for a study.

* * *

Matter of fact, we'd like you to have a copy of our test city locations, showing the full list of cities and the number of drug and grocery stores in each that are available for audit. Write or phone us in Cincinnati, or call Bill Draper in the Palmolive Bldg. at Whitehall 4-5824 in Chicago, or H. H. "Duby" DuBois at KIngsley 6-0963 in Philadelphia.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Growth in Number of Daily Newspapers Accepting ROP Color



NOTE: Alaska and Hawaii not included in graph totals; see tabulation below. Solid bars represent total number of newspapers offering ROP Color; Shaded bars represent those newspapers from the total number which have as minimum space requirements, 1000 lines or less. Morning-evening combinations are counted as one newspaper in every case.

	Canada				Alaska				Hawaii				Puerto Rico	
	1956	*1957*	*1958*	*1959*	*1956*	*1957*	*1958*	*1959*	*1956*	*1957*	*1958*	*1959*	*1958*	*1959*
Newspapers printing 3 colors and black														
Minimum size, full page or more than 1000 lines	2	3	4	6	0	0	0	0	1	0	0	0	1	1
Minimum size, 1000 lines or less	12	15	15	20	1	1	1	1	1	2	2	2	0	0
Newspapers printing 2 colors and black														
Minimum size, full page or more than 1000 lines	5	3	1	1	0	0	0	0	1	0	0	0	1	1
Minimum size, 1000 lines or less	22	29	34	42	1	1	2	2	1	2	2	2	0	0
Newspapers printing 1 color and black														
Minimum size, full page or more than 1000 lines	3	0	0	1	0	0	0	0	0	0	0	0	0	0
Minimum size, 1000 lines or less	53	62	61	73	1	1	2	2	3	3	3	3	1	1

NOTE: For Canada, French-language newspapers are included in figures shown. For Puerto Rico, the one newspaper shown in tabulation in a Spanish-language daily.

Source: Lake Shore Electrotype Division

R.O.P. AVAILABILITY SPREADS—*The number of newspapers printing r.o.p. color has risen to a record 800, Lake Shore Electrotype Division's annual compilation shows. The number printing three colors and black rose to 373, up a third in three years.*

San Jule Joins Y&R San Francisco Office

SAN FRANCISCO, Sept. 22—James San Jule has resigned from the New York staff of Lennen & Newell to return to San Francisco as a marketing specialist for Young & Rubicam to work with Y&R clients engaged in manufacturing building products.

James San Jule

George B. Richardson, vp in charge of Y&R's San Francisco office, said Mr. San Jule will assume his new duties Oct. 1.

Mr. San Jule will be assigned immediately to the various companies of Kaiser Industries Corp., whose products go into the home building and construction industry.

Mr. San Jule previously served as a consultant to a number of makers of building products; was managing partner in a Palo Alto home building firm and was advertising and sales manager of Eichler Homes. #

Transworld to Krate-Basch

Transworld Industries, New York, has named Krate-Basch Associates, New York, to handle advertising for its Diplomat sewing machines.

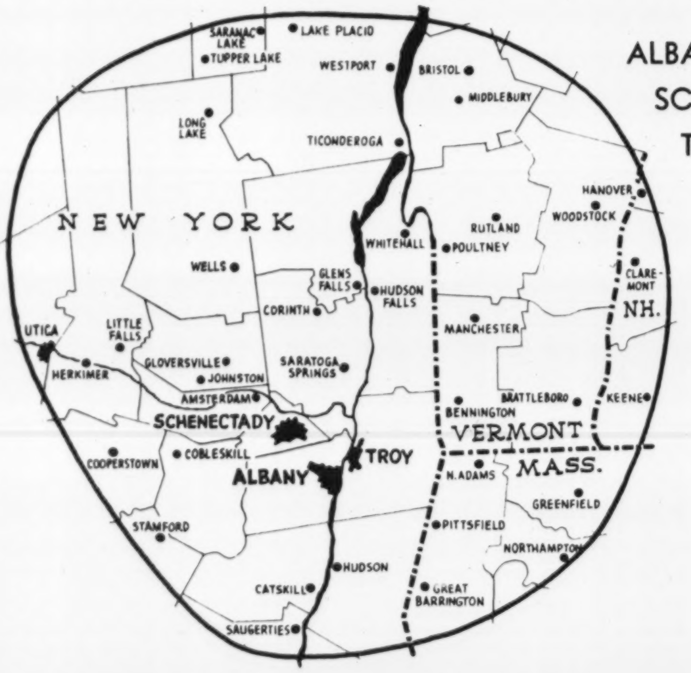
Jones Joins WQTE

Richard P. Jones has been named news director of the newly organized Detroit-Monroe station WQTE. He has been with KXLY and KXLY-TV, Spokane.

Twin Disc Boosts Falk

Edward B. Falk, manager of advertising and sales promotion of Twin Disc Clutch Co., Racine, has been appointed director of advertising and public relations.

The $3 BILLION GOLDEN CIRCLE



ALBANY
SCHENECTADY
TROY

abc

CHANNEL 13

WAST ALBANY, N. Y.

This new station is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Exclusive ABC for most of its coverage.
Investigate . . . write, wire or phone today.

Represented by H-R TELEVISION, Inc.

Goodrich Names FC&B, Streamlines Ad Setup

(*Continued from Page 2*)

marketing objectives."

■ The new entry in the agency roster is Foote, Cone & Belding, which on Jan. 1 takes over advertising for all consumer products with the exception of tires. The bulk of this business is now at McCann-Erickson, New York, which has been handling Koroseal flooring and footwear products made by Goodrich's Watertown, Mass., footwear and flooring division.

FC&B also succeeds another New York agency, Cunningham & Walsh, on Texfoam mattresses, rug cushioning and marine products made by the Shelton, Conn., sponge products division.

Also moving into FC&B as part of the new home and family grouping are assorted consumer products made by other divisions—Koroseal upholstering and wall coverings and drug sundries, for example.

Charles Winston Jr., senior vp of FC&B in Chicago, will be management supervisor on the Goodrich business.

BBDO has been the Goodrich tire agency for many years, with the account serviced primarily out of the agency's Cleveland and New York offices.

■ Griswold-Eshleman, which is headquartered in Cleveland, has also been a Goodrich agency for many years and now will handle all products designed for industrial and commercial uses. It already has most of the business but will now be taking over aviation products advertising from BBDO.

Griswold-Eshleman also will be handling the Neoprene rubber and plastic coated work gloves made by the footwear and flooring division. Henry A. Loudon Advertising, Boston, has been handling this small segment.

International advertising, formerly handled by Griswold-Eshleman, has been reassigned to BBDO.

■ Under Goodrich's old setup the divisions were responsible for national advertising of their products. National advertising of all products will now be the responsibility of a corporate ad department headed by Frank T. Tucker, Goodrich's longtime director of advertising, who now reports to Mr. Miller.

Frank Tucker

Don Miller

Each division will continue to supervise its own sales promotion and business paper advertising—but with "corporate policy guidance."

Explaining the reasons for the revamp, Mr. Keener said:

"Experience has demonstrated to us that under our former policy of decentralization of national advertising responsibility, individual divisional budgets were too small to permit consistent national campaigns. They were also too small to attract the range of modern agency services which a corporation with our broad product diversification and marketing operations requires.

"With only three agencies now responsible for our advertising, and with an anticipated increase in funds to be devoted to national advertising, we are confident that we can establish better corporate advertising identification for our products and also achieve important increases in advertising efficiency." #

'60 Ford Budget Is $10,000,000

DEARBORN, Sept. 25—Ford Motor Co. prepared today to put an estimated $10,000,000 into the introduction of the '60 Ford. The company is predicting a $7,000,000-car year in 1960, and it hopes to better its present 26% of the market.

Pre-announcement advertising will begin Sept. 30 and will swing into full gear with the 90-minute "Ford Star Time" spectacular on NBC-TV Oct. 6. Afternoon newspapers in Ford's top 50 markets will carry a special unit Oct. 7—a full-color page followed by three half pages. Oct. 8 is introduction date and at that time regular announcement advertising will begin.

Some highlights of the announcement time in Dearborn:

- Ford will build 97,000 Falcons by the end of '59, hopes to add a station wagon in March, aims at 20% of the small-car market.
- It expects to sell more than the 70,000 Thunderbirds it sold in '59.
- Present production of the Ford division—25% Falcons, 70% Fords, 5% T-Birds. About 20% of Ford production is station wagons. #

Personal Products Ad Code Is Okay With Ted Bates

(*Continued from Page 1*)

media. Bates handles products in all these areas except two—toilet tissues and foundation garments.

A Bates commercial for Preparation H hemorrhoid remedy helped to prompt the tv industry's current cleanup efforts. That campaign is still going strong on about 145 tv stations despite the banning of hemorrhoid remedies as a product not acceptable for tv advertising.

At least 38 stations lost their NAB code seals as a result of the industry's efforts to keep hemorrhoid advertising off the air. These broadcasters preferred the hefty chunk of Whitehall business to the industry seal of good practive.

At one time some station men suggested that Bates had been able to force station clearance for Preparation H by hinting that a station that didn't clear for Preparation H might not get some of the other Bates spot business. This Bates denied.

■ Asked how it reconciled the continued use of tv for Preparation H, a product in a tv outlawed category, with its statement endorsing the NAB's taste objections, the agency had no comment.

Several times in the past Ted Bates executives have told ADVERTISING AGE that they felt the Preparation H commercials to be in perfectly good taste, and they cited the acceptability of this advertising in other media with standards as high as those of tv.

Last Minute News Flashes

GF Introduces Sun-Up, Canada's Tang

TORONTO, Sept. 25—General Foods Ltd., Canadian subsidiary of General Foods Corp., White Plains, N. Y., has completed national distribution in Canada of Sun-Up, an instant breakfast drink, and is using two-color newspaper ads, radio and tv spots to promote the brand. Baker Advertising Agency Ltd. is handling the account. Sun-Up is identical with Tang, which GF introduced nationally in the U.S. a year ago.

Meltzer Opens Abroad; Other Late News

- **Richard N. Meltzer Advertising**, San Francisco, has been appointed to handle the Simca international magazine program and to provide merchandising advice by Chrysler International, Geneva, Switzerland. To service the Chrysler Simca international business Meltzer will establish operational facilities in Geneva and in Paris. The agency already had the U.S. and Canadian responsibility for Simca.
- **Tri-Nut**, the premium-price coconut oil margarine introduced into New England several years ago by E. F. Drew & Co., is now expanding into the Chicago market with a couponing drop and a heavy spot tv schedule. Last spring Tri-Nut moved into the Philadelphia marketing area and is now available throughout the Northeast, Pittsburgh and all of Ohio as well. Tri-Nut will probably move farther west about the first of the year. Donahue & Co., New York, handles the account, billing about $1,000,000.
- **E. I. du Pont de Nemours & Co.**, Wilmington, Del., has shifted Angelo J. Smith Jr. from manager of home furnishing merchandising to manager of advertising and promotion for the textile fibers department. He succeeds Ellwood F. Altmaier, who has been named manager of the newly formed tariff section of the textile fibers department's sales operation.
- **Popular Mechanics**, which already publishes seven foreign language editions, will add an eighth in January, when a Dutch edition, *P.M.—het beste uit Popular Mechanics*, comes off the presses in Rotterdam.
- **Louis Hausman**, who has spent most of his working life in radio, has been given the job of directing the campaign to improve the television image in the minds of Mr. and Mrs. America. Named director of the new industry-supported Television Information Office, 666 5th Ave., New York, Mr. Hausman resigned as advertising and sales promotion vp of CBS Radio to take a three-year contract at a reported $40,000-plus a year. His successor at CBS has not been announced.
- **Quebec Maple Products**, Montreal, has appointed Donahue & Coe, Montreal, to handle advertising for its Old Colony and Old Tyme maple syrups. Spitzer & Mills formerly handled the account.
- **Daniel Green Slipper Co.**, Dolgeville, N. Y., maker of Comfy slippers, has appointed Reach, McClinton & Co., New York, to handle its advertising, effective Jan. 1 For the past ten years, the account has been with Dancer, Fitzgerald & Sample.
- **Cutler-Hammer Inc.**, Milwaukee, manufacturer of motor control apparatus and electric switches, has screened about 12 agencies, including Kirkgasser-Drew, Chicago, its present agency in an evaluation of its advertising setup. The company, which bills about $500,000, will decide by Jan. 1 if an agency change will be made.
- **Revell Inc.**, Venice, Cal., manufacturer of hobby kits, electric trains and toys, has appointed Cunningham & Walsh, Los Angeles, as its advertising agency. The account is the first major account to join C&W's Los Angeles office since it was expanded from a radio-tv service office to a fully staffed branch in June. Last month Revell and Doyle Dane Bernbach Inc. announced they were terminating their relationship.
- **Gillette Safety Razor Co.**, Boston, says it will market a new premium high-price razor blade within the next few months. The new product will be in addition to its regular and thin blade. Vincent G. Ziegler, Gillette Safety's president, said, "No further details will be available until the product is presented to the wholesale and retail trade" approximately Nov. 1, 1959.
- **Jim Tyson** has resigned as research director of the international editions of Time Inc. to become New York manager of the Corporation for Economic & Industrial Research, Washington.
- **Chrysler division** of Chrysler Corp. will use auto makers' jargon as the theme for a teaser campaign to break with 1,800-line newspaper ads Oct. 2, preceding introduction of the 1960 cars Oct. 16. Headline on one teaser ad reads: "Of anchors [brakes], bezels [frames], pots [carburetors] scorch [performance potential]." Cunningham & Walsh is the agency.
- **Coast Federal Savings & Loan Assn.**, Los Angeles, has appointed Gumpertz, Bentley & Dolan as its agency effective Oct. 15. Coast Federal is reported to have an ad budget close to $400,000. The association has been placing advertising direct for the past year and a half. Before that, Stromberger, LaVene, McKenzie, Los Angeles, was the agency.
- **Bozell & Jacobs** has absorbed Keeling & Co., Indianapolis. Hal R. Keeling, president of Keeling, becomes vice-chairman of the board of B&J.
- **The three Detroit daily newspapers**—the *Free Press*, *News* and *Times*—suspended publication Friday (Sept. 25) because of a strike by members of Local No. 40, International Typographical Union (mailers). After the strike started Sept. 24, the Detroit Newspaper Publishers Assn. complained to the National Labor Relations Board about unfair labor practices.
- **Federal Trade Commission** has issued orders requiring five major cigaret companies to stop discriminating in their promotional payment to vending machine operators, wholesalers and retailers. Four of the orders, involving Philip Morris Inc., American Tobacco Co., R. J. Reynolds Tobacco Co. and Brown & Williamson, were consent settlements. They had been held up pending approval of the fifth order—a cease and desist order in a contested case involving Liggett & Myers Tobacco Co. The FTC contended that in all cases that the tobacco companies made payments to vending machine operators which were not offered to other tobacco outlets.
- **James Schmidt** has been appointed associate creative supervisor of Kenyon & Eckhardt, Chicago. He formerly was creative supervisor of K&E's Montreal office.

McCann Enters Australia; Buys 'No. 3' Agency

(*Continued from Page 1*)

next year there.

■ McCann's entry into Australia had long been expected. The world's second largest agency is a major force in the advertising life of Europe and Latin America, but it never had an office in the Far East.

The Australian invasion was announced by Sylvester L. (Pat) Weaver Jr., the former NBC chief, who recently became board chairman of McCann-Erickson Corp. (International).

Mr. Weaver reported that Hansen-Rubensohn services 40 clients and employs 140 persons, but he said the customs of the Australian advertising industry prevented him from revealing the names of clients or the size of billings.

ADVERTISING AGE learned, however, that Hansen-Rubensohn bills in the neighborhood of $4,000,000 and counts among its clients Samuel Taylor Pty. (leading Australian marketer of household products); Nestle; Philips Electrical Industries (Australian end of the giant Dutch company); Bristol-Myers; Sterling Drug and a number of government agencies.

■ Prior to its claim to third place voiced today, Hansen-Rubensonn was thought to be the No. 4 or No. 5 agency in the Australian market. Largest shop in the country is believed to be J. Walter Thompson, with billings in excess of $7,500,000. JWT was established in Australia in 1929, the year after the founding of Hansen-Rubensohn.

Running neck and neck with Thompson is George Patterson Pty., one of Australia's oldest agencies, heavy with Colgate billing. The No. 3 agency was thought to be Jackson, Wain & Co., a shop that has risen rapidly in recent years on the wings of Rothmans cigaret billings.

■ Under the leadership of Marion Harper Jr., now president and chairman, McCann-Erickson has vaulted during the past 10 years from the No. 5 agency to the No. 2 agency. Ten years ago JWT billed twice as much as McCann; today JWT's margin is 10 to 9.

In domestic volume, the two are not far apart, but JWT has a big bulge internationally, thanks, in part, to operations in countries where McCann does not function—Australia, India, Japan, South Africa. Australia can now be crossed off this list.

■ Mr. Harper has made it clear that he intends to provide advertisers with marketing services of every kind in every part of the world. Mr. Weaver noted yesterday that Australia will be a springboard for McCann in the Far East.

The race to overhaul Thompson is well appreciated by Art Grimes, who worked in JWT's international department in New York for nine years before moving over to McCann in 1950. The Australian assignment is Mr. Grimes' first overseas post.

■ McCann is entering a buoyant advertising market. It was pointed out at yesterday's press conference that advertising expenditures in Australia mounted from $100,000,000 in 1957 to $140,000,000 last year and are expected to reach $180,000,000 this year. #

Vanguard Slaps $15,000,000 Suit on 5 Tobacco Makers

(Continued from Page 2)

media haven't said 'drop dead' to them."

Seated with reporters was Harold Anderson, assistant to the president of Radio Station WINS, who told Mr. Schaflander that "nobody has brought pressure on us to reject your advertising." Mr. Schaflander replied, "All I know is that our advertising was rejected."

Mr. Schaflander told newsmen that Vanguard was "the first product to be utterly, completely locked out" by all New York area newspapers, television and radio stations" except the *Bergen Evening Record*, "which is the only medium that has had the courage to run our advertising."

He said because Vanguard was "shut out of New York media by interests representing the tobacco cigaret industry," it was going to distribute 3,000,000 copies of a four-page tabloid newspaper called "Vanguard News" tomorrow and Friday. Copies were to go to "50,000 opinion leaders, doctors and dentists."

In its federal court complaint, Vanguard said it obtained orders from national food chains, jobbers, distributors, dealers and retail outlets. Many of these orders, it added, were obtained on Vanguard's "commitment to apprise the consuming public by advertising in all major newspapers and on major radio and television stations."

But as a result of defendants' "threats" to the media to withhold future advertising if they accepted Vanguard copy, Vanguard was unable to buy space or time and consequently "many customers cancelled orders for Vanguard."

■ The company also complained that suppliers in other fields were "coerced and intimidated into refusing to deal with plaintiff and to cancel firm purchase orders."

Vanguard said it suffered $5,000,000 in damages and that it wanted treble damages under the Clayton Act.

Mr. Schaflander, who said that the Vanguard market test in Dayton "evidently scared hell out of the tobacco industry," added that on Aug. 8, 1959, an editorial in *Tobacco Leaf* incited tobacco people "to unlawful action calculated to destroy Bantob." On Sept. 10, Bantob filed suit for $500,000 against *Tobacco Leaf*. Today an amended complaint raised the figure to $10,000,000 ($5,000,000 for compensatory and $5,000,000 as exemplary damages). The revised complaint added Thomas F. Sullivan, publisher, as co-defendant.

In its editorial, *Tobacco Leaf* did not name Vanguard, but referred to "ersatz," "synthetic" and "bogus" cigarets.

"The most effective weapon against invaders [of this kind]," it said, "is economic pressure and we believe that it should be used in whatever legal manner the industry deems necessary for its own preservation. This pressure could be applied to suppliers to the industry and to those engaged in the distribution, marketing, sale and promotion of the industry's products. It should be made clear to them that if they wish to continue to receive the tobacco industry's financial benefits, they should have no truck with those opportunists who attempt to make capital of the industry's current poor press.

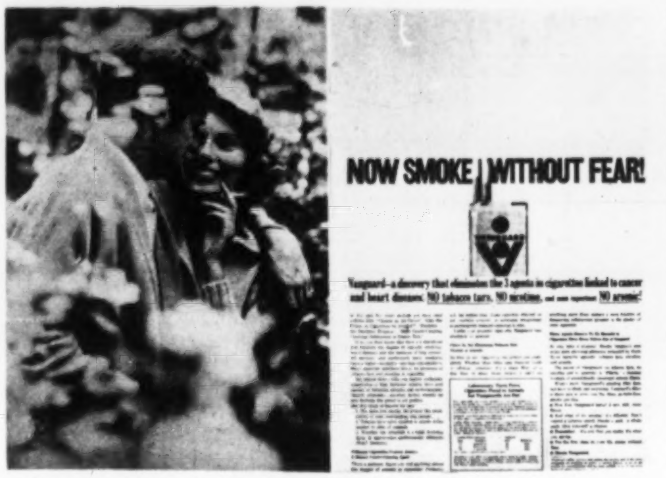
"As harsh as such a tactic may appear, who could criticize it? No one. The tobacco industry's future—and, in fact, the economy of a large part of the country—is at stake. Strong medicine is needed. Strong medicine is prescribed."

After the appearance of this editorial, said Mr. Schaflander, "we suddenly began having trouble getting confirmations" on radio and tv availabilities which had been obtained earlier by the Bantob agency, H. W. Warden & Associates. "We had committed $250,000 for 13 weeks in this market," he said.

"Then everybody became a copy editor," he continued. "Some media told us if we said, 'smoke with confidence' instead of 'smoke without fear,' it might run. Others said, 'Maybe if you take the "arsenic" thing out'."

Finally, said Mr. Schaflander, Bantob had to cancel Vanguard's Sept. 17 debut here and then it was decided to "start our own newspaper."

■ The *New York Times* announced that it informed the Vanguard people "that it would take advertising of Vanguards but that the form of the particular advertisement offered to it was not acceptable, principally because the text of the advertisement did not indicate clearly that Vanguards contained no tobacco." #


NOW SMOKE WITHOUT FEAR!

'FEAR' STRIKES OUT—*This is the ad which Bantob Products Corp. says was refused by almost all New York media. The company is suing five major tobacco companies, charging them with bringing pressure on the media if they carried the ads for tobacco-less Vanguards.*

Field Enterprises Names 4

The newspaper division of Field Enterprises, Chicago, publisher of the *Chicago Sun-Times* and the *Chicago Daily News*, have named four departmental vps to supervise the major areas of operation and production for both newspapers. They are L. T. Knott, vp-advertising; Leo R. Newcombe, vp-finance and business manager of the *Sun-Times;* Hy Shannon, vp-production, and Louis L. Spear, vp-circulation. Gabe Joseph, advertising manager of the *Sun-Times*, and Budd Gore, advertising manager of the *Daily News*, continue in their positions, reporting to Mr. Knott.

L. T. Knott

Vance Johnson, public relations director of the *Daily News* since last May, was named director of promotion of both dailies—a new position. Mel Barker continues as promotion manager of the *Sun-Times*, and David A. Lindsey as promotion manager of the *Daily News*.

Sporn Joins 'HiFi Review'

Ziff-Davis Publishing Co., New York, has promoted Larry Sporn from eastern ad manager to ad manager of *HiFi Review*.

MASA to Move Its Headquarters to Washington

(Continued from Page 2)

Objections stemmed from two primary causes. One group feared that the move was based on intentions to turn MASA into a lobbying organization. Another was primarily concerned with the cost of such a move, fearing that the additional expense would result in a slash in member services.

Association officials put down the lobbying fears by showing members the advantages which will come through closer relationships with other advertising groups and mailing organizations. The size of MASA's headquarters staff, they pointed out, makes it impractical to even begin a major lobbying program.

The cost factor was quickly offset by setting up a program of voluntary contributions from members to finance the entire relocation. Before the end of the business session, over half of the cost of the move had been pledged by a small group of members.

■ In another action, MASA unanimously approved a resolution asking U. S. Postmaster General Arthur Summerfield to seriously study the patron relations program of the Canadian Post Office. The contrast in relationships with mailers as they exist in the two countries was clearly evident in the convention's opening speech by Canadian Postmaster General William Hamilton.

■ Fireworks also developed during the annual election of officers, mainly due to difficulty in interpreting procedures outlined in the MASA constitution. In a tight contest, members re-elected three board members and named three newcomers to the board.

Re-elected were Francis S. Andrews, American Mail Advertising Inc., Boston; Paul Sampson, Sampson-Hill Inc., Detroit, and W. Marion Newman Jr., Commercial Printing & Letter Service, Dallas.

Mrs. Winifred M. Morrow, Business Letter Service, Toronto, was named Canadian vp and Mrs. Gladys Farrand, Farrand Letter Shop, North Hollywood, Cal., was elected western vp. Jerry Hahn, Direct Mail Service Inc., Pittsburgh, was named to fill the unexpired term of Les W. Gaupp, Advertisers Associates Inc., Pittsburgh, who died this month.

■ In a board meeting tonight, Mr. Andrews was elected MASA president. Mr. Sampson was named first vice-president and Ralph Harris, Ralph E. Harris Associates, Philadelphia, was named treasurer.

Consent Decree Wipes Out Station Swap; We'll Still Serve Philly: NBC

(Continued from Page 1)

the case as a profitable experience.

Aside from achieving their original goal—forcing NBC to withdraw from ownership of stations in the Philadelphia market—the case had netted a Supreme Court decision on procedural issues which will be valuable in the future in the event the anti-trust division wishes to challenge business practices of stations or networks.

Originally, NBC had argued that the transaction was immune from anti-trust attack because the exchange was approved by the Federal Communications Commission. Although this argument was upheld in the federal district court in Philadelphia, the Supreme Court handed down a broad decision last February which specified that the commission's action cannot prevent the anti-trust division from proceeding against restraints which appear to violate the anti-trust laws.

■ The Supreme Court decision was particularly timely from the standpoint of the Justice Department because it came at a time when the anti-trust division is questioning the legality of some of FCC's network regulations, particularly option time.

In its complaint against NBC the Justice Department said NBC threatened to cancel affiliations with Westinghouse in Boston and Philadelphia and warned that it would not affiliate with KDKA-TV, Pittsburgh, which Westinghouse was in the process of acquiring.

■ Under the settlement, NBC was given the right to exchange or sell the Philadelphia stations. It must advise the Justice Department in advance of any transfer, and must bear the burden of proof in the event the anti-trust division feels coercion is involved.

While NBC has until Dec. 31, 1962, to arrange a deal, Justice Department lawyers point out that the sooner it acts, the sooner it can be relieved of other burdensome requirements imposed under the order.

The order, with its many controls on NBC activities, runs for a minimum of 10 years from the filing date. However it must also run for at least nine years from the final disposition of the Philadelphia stations—WRCV-TV and WRCV, and it could conceivably extend beyond Dec. 31, 1971, if NBC uses its full time to negotiate the sale of the stations.

■ While the order remains in effect, NBC is enjoined from using network affiliation as a coercive device in negotiating station purchase contracts in any market. It is required to consult the Justice Department before acquiring stations in top markets—New York, Chicago, Los Angeles, Detroit, Boston, San Francisco or Pittsburgh, and before agreeing to serve as rep for additional stations. If the Justice Department objects, the network has the burden of convincing the court no coercion was involved.

Although NBC will not be allowed to re-enter Philadelphia with an owned and operated station while the order is in effect, it will be free to buy a radio station in Philadelphia five years from the date of the settlement.

■ After simmering for many months, a behind-the-scenes controversy over NBC's negotiations for the Philadelphia stations was brought into the open in February, 1956, by a House judiciary subcommittee under the chairmanship of Rep. Emanuel Celler (D., N.Y.).

With former anti-trust chief Stanley N. Barnes on the stand, the Celler committee read into the record extensive documents which established that FCC approved the NBC purchase in the face of protests from Westinghouse and the Department of Justice. #

Ad Performance Measure Needed, Banks Tells ARF

(Continued from Page 1)

environment. We hear that some media are voluntary, others are involuntary in the attention which is paid to them. We hear some programs have higher sponsor identification than others.

"All statements like these really say that an advertisement placed in advertising vehicle A somehow will have more value than similar advertising placed in advertising Vehicle B, whether A and B happen to be of the same type of medium or of different types.

"Unless we have actual data on the communication performance of advertisements within their respective media contexts, it will be impossible to make such statements."

Mr. Banks said performance measurement is also needed because of the different shapes, sizes, colors and other elements of advertising units. "People," he pointed out, "have an intuitive feeling that spreads in magazines somehow have different connotations for a reader than page advertisements.

■ "There is a feeling that a 10-second ID somehow has a different connotation and delivers a different kind of message than a 20, 30 or 60-second announcement. There is some sort of feeling that an alternate-week sponsor may not get the same impact against the audience of his television program as the major weekly sponsor. . .

■ In another talk today, John H. Kofron, director of research, Chilton Co., Philadelphia, reported on an extensive study done to pinpoint advertising targets in the metalworking industry. National Analysts did the study, under the sponsorship of Chilton's *Iron Age*.

The study covered 3,039 executives in 748 metalworking plants.

Results showed that 28% of metalworking's purchase-decision executives said "top management was their primary function," while 32% indicated "operating management." A considerable amount of overlap in executive functions was also found, pointing up the danger of "stratifying sales and advertising efforts in terms of specific executive functions." #

Purchasing Book Planned

The Purchasing Agents Assn. of Buffalo will launch a monthly *Western New York Purchaser* in January. Howard G. Wipperman Jr. will be the new magazine's ad manager; Donald W. Boyd Jr. will be the managing editor.

deKadt Moves to OB&M

Pieter deKadt, formerly with Lennen & Newell, has joined the research department of Ogilvy, Benson & Mather as a senior project director.

'Closed Set' of Brands Explained to ARF; It's Statistical Perpetual Motion

(Continued from Page 3)

Brand B, they do not return," he said.

Mr. Lipstein explained: "Brand B corresponds to a *transient state* in Markov Chain language. Strategically, it is very weak. If the same conditions persist, it must clearly be ruined.

"In the same figure, Brands A and C exchange customers between themselves but never relinquish customers to any other brand. Brands A and C are said to be a *closed set*. A desirable strategy for a manufacturer would be to establish a set of brands within a market which form a closed set. The manufacturer always retains the consumer within his company franchise by providing a variety of products." (*Editor's note: Benton & Bowles is a Procter & Gamble agency.*)

▪ Mr. Lipstein reported that Markov Chain analysis has unearthed some interesting buying patterns. He said that while few consumers stay with a particular brand over a long period, it is useful to divide consumers into "hard core buyers and predominantly switchers." It was found that "an individual rarely goes from one hard core franchise to another hard core franchise.

"More typically," Mr. Lipstein reported, "consumers will first move from the hard core franchise of a particular brand to the switcher category. The switcher category represents a period of transition for the consumer, where he is trying and sampling another brand or a variety of brands. He can choose to go back to the original brand, become hard core of another brand, or perhaps remain a switcher for a greater length of time."

▪ New products naturally have relatively few adherents in the hard core class. "Even when they show sizable brand shares," Mr. Lipstein pointed out, "the bulk of the purchasers are in the switcher group. Furthermore, the magnitude of its main diagonal entry, that is, the probability of staying with the same brand, tends to be lower for the new brand than the old established brands.

"The concentration of buyers of new products in the switcher matrix during periods of introduction suggests that it is the area of indecision. The task of the advertiser is to move these tryers of new products in the switcher matrix to the hard core group."

▪ Another concept introduced by Mr. Lipstein—and one that he feels may have the "greatest value" in the long run—is the "steady state" associated with a probability matrix. The steady state, which can be arrived at mathematically, is a measure of the probabilities of share of market "in the long run."

In other words, Mr. Lipstein pointed out, it "enables us to estimate the ultimate brand positions which our advertising and marketing strategies are leading toward under the conditions of all things remaining equal."

Mr. Lipstein conceded that all things do not remain equal, but, he said, "In spite of the abstract nature of these measures, it provides a powerful measure of advertising effectiveness abstracted from changing conditions."

▪ In his turn at the rostrum, Prof. Tallman told how the marketing scene can be simulated in mathematical models. "In all probability," he said, "the multiplicity of factors being considered as interacting to influence the scale and kind of advertising is far beyond the capacity of the human mind to manipulate simultaneously, and the model can do a far more effective job of predicting the points at which changes in promotion policy and method should be made."

Prof. Tallman said the model could be programmed to yield information in a wide range of categories and could be geared so that the answers are projected on a television screen as they emerge from the computer. "Thus, in theory at least," he said, "a group of executives could test run a number of different possible programs and get a feedback of results almost instantaneously." #

'Dissatisfied Man' Is Product of Ads, Hayakawa Says

(Continued from Page 2)

our approach to advertisers and in convincing them that a good tv show is not incompatible with a successful selling medium."

Mr. Foreman agreed with his fellow panel members that "too many idea people in tv follow, instead of lead. The aim seems to be to look for a pattern that worked once and to do it over and over again."

▪ Mr. Connelly, in a vehement outburst, asserted, "I am so sick of listening to the illiteracies of tv commercials that I am truly concerned over the health of tv.

"If it is true that the majority has the intelligence of a 12-year-old," Mr. Connelly continued, "the 12-year-old mind will soon become a three-year-old mind if it continues to get the diet of pap now available on tv."

Mr. Connelly said he did not agree with the "12-year-old formula" but was inclined to agree with the contention of Mr. Baxter that "the American people, by and large, are very poorly informed."

▪ "This is an ignorant nation," Mr. Baxter asserted. "Very few people read books, and the high schools and even some colleges have become mere extensions of adolescence. The hungry sheep of our nation have not been fed . . . but television offers a glorious opportunity to open the doors to minds."

▪ Mr. Friendly, associated with Edward R. Murrow in many prize-winning tv shows, declared that "all of the American people have to know as much about everything as, say Khrushchev. . . . What we don't know may kill us."

▪ Bergan Evans, Northwestern University professor, told delegates that "Madison Ave. is becoming the fictional bogey of our time.

"Madison Ave. as the haunt of evil powers," Mr. Evans said, "has entirely replaced Wall St. Most of the public who write me deploring the corruption of the language, attribute this degeneration to radio, tv, and Madison Ave.

"I would like to send back a form letter," he continued, "reminding the writers that half a dozen of the leading publishers are on Madison Ave., as well as the archdiocese of New York, Brooks Bros., Abercrombie & Fitch and other shapers of words, styles and opinions."

Mr. Evans also reassured his listeners that "Winstons taste good like a cigaret should" is "perfectly all right grammatically. Those who criticize this use of the word 'like' are the people I call 'as-es'."

Hastings
Rabell
Tomberlin
Knorr

NEW TRIBE, NEW CHIEFS—*Newly elected officers of the newly formed National Assn. of FM Broadcasters are Fred Rabell, KITT, San Diego, president; T. Mitchell Hastings, Concert Network, Boston, vp; Frank Knorr Jr., WPKM, Tampa, Fla., secretary, and William Tomberlin, KMLA, Los Angele., treasurer. NAFMB's organizational meeting was held at the Palmer House, Chicago, Sept. 18 and 19.*

We'll Pass 'Old Fashioned AM' in 7 Years, FM Group Head Tells Organizing Parley

CHICAGO, Sept. 23—Glowing predictions about the growth of fm radio use and the commercial success that can be built on it pervaded the organizational meeting of the National Assn. of FM Broadcasters here last week.

About 100 fm station executives from all over the country formed the new entity, whose purpose is to promote fm time sales and listenership, promote the fm industry in general, encourage technical development and provide liaison between the fm industry and the Federal Communications Commission.

Immediate plans call for the development of a $250,000 fund for research of fm listenership and promotion of fm both to the public and to national advertisers.

▪ The new association is an outgrowth of the FM Development Assn. (later the Assn. of FM Broadcasters), which was formed to represent and advance fm interests in areas where the National Assn. of Broadcasters was not constituted to do so. Fm executives meeting here this past summer determined the new organization was needed to represent and advance all areas of fm interest.

According to Fred Rabell, coowner of KITT, San Diego, president of the new NAFMB, there are now more than 500 fm stations on the air and the FCC has applications for nearly 100 more commercial stations.

"We estimate that there are 12,000,000 fm homes in the U.S. —a growth of at least 20% in the last three years," he said.

If the public continues to increase its listening to fm and its purchases of fm sets at the rate they have in the last two years, he predicted, "fm radio and the fm listening audience will surpass old-fashioned radio within seven years.

"All that remains to be done to make broadcasting successful commercially is to ascertain the facts on the listenership to prove fm's purchasing power to the advertising agencies and to advertisers," he said.

▪ Some suggestions about how to go about this fact-ascertaining came from Alfred Politz, president of Alfred Politz Research, who told the broadcasters "fm has a chance—which am no longer has —to teach advertisers" how to measure broadcast audiences.

He warned the broadcasters not to sneer at audience figures in principle just because such figures have sometimes been misused and twisted. Such figures are necessary to selling, he pointed out.

But more important, he said, is the need for broadcasters to dismiss from their minds the idea that audience figures are strictly quantitative, without reference to quality. All quantitative figures have a qualitative factor in them, he pointed out.

He said the extent to which admen and marketing people have differentiated between "quantitative" and "qualitative" reflects "an illusion, a fallacy"; that it "indicates how little admen have learned about research, despite how much they talk about it."

▪ Mr. Politz also urged the broadcasters not to be swayed too much by the concept of "giving the public what it wants. Had this principle been followed a hundred years ago," he said, "today we'd be using vastly improved kerosene lamps."

The ultimate question, he said, is not what the public wants but what the public is susceptible to —what it might like though it may not even know about it. This calls for imagination on the broadcasters' part, he pointed out.

Dr. Sydney Roslow, director of Pulse Inc., radio and tv research company, cautioned fm stations against doing rating research.

He said that fm broadcasters should instead "do research on a cumulative basis and a qualitative basis. They should stay away from ratings. They can only be minute and if more stations appear on the dial to add to the already large number of am stations, it is sheer folly to expect ratings to make a station look like a favorable buy to an advertiser.

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Paul Witte, 59, Dies on Eve of Move to New Agency Setup

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Mr. Witte, a partner in Witte & Burden, had recently announced plans to leave the agency Oct. 1 to become vp of Gray & Kilgore, Detroit.

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JOHN R. PALANDECH

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He served as president of the Foreign Language Press Assn. for 20 consecutive years. In 1937 he received the commander's cross of the Kingdom of Yugoslavia, the highest honor of that country, in recognition of his publishing activities.

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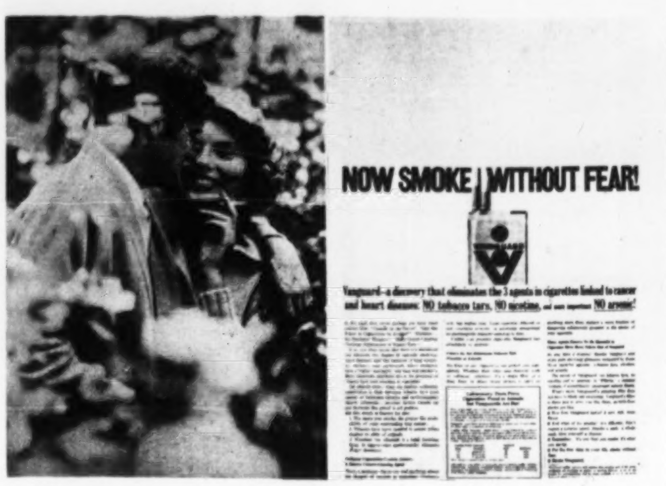
Vanguard Slaps $15,000,000 Suit on 5 Tobacco Makers


NOW SMOKE WITHOUT FEAR!
Vanguard—a discovery that eliminates the 3 agents in cigarettes linked to cancer and heart disease: NO tobacco tars, NO nicotine, and most important NO arsenic!

'FEAR' STRIKES OUT—*This is the ad which Bantob Products Corp. says was refused by almost all New York media. The company is suing five major tobacco companies, charging them with bringing pressure on the media if they carried the ads for tobacco-less Vanguards.*

(*Continued from Page* 2)

media haven't said 'drop dead' to them."

Seated with reporters was Harold Anderson, assistant to the president of Radio Station WINS, who told Mr. Schaflander that "nobody has brought pressure on us to reject your advertising." Mr. Schaflander replied, "All I know is that our advertising was rejected."

Mr. Schaflander told newsmen that Vanguard was "the first product to be utterly, completely locked out" by all New York area newspapers, television and radio stations" except the *Bergen Evening Record*, "which is the only medium that has had the courage to run our advertising."

He said because Vanguard was "shut out of New York media by interests representing the tobacco cigaret industry," it was going to distribute 3,000,000 copies of a four-page tabloid newspaper called "Vanguard News" tomorrow and Friday. Copies were to go to "50,000 opinion leaders, doctors and dentists."

In its federal court complaint, Vanguard said it obtained orders from national food chains, jobbers, distributors, dealers and retail outlets. Many of these orders, it added, were obtained on Vanguard's "commitment to apprise the consuming public by advertising in all major newspapers and on major radio and television stations."

But as a result of defendants' "threats" to the media to withhold future advertising if they accepted Vanguard copy, Vanguard was unable to buy space or time and consequently "many customers cancelled orders for Vanguard."

■ The company also complained that suppliers in other fields were "coerced and intimidated into refusing to deal with plaintiff and to cancel firm purchase orders."

Vanguard said it suffered $5,000,000 in damages and that it wanted treble damages under the Clayton Act.

Mr. Schaflander, who said that the Vanguard market test in Dayton "evidently scared hell out of the tobacco industry," added that on Aug. 8, 1959, an editorial in *Tobacco Leaf* incited tobacco people "to unlawful action calculated to destroy Bantob." On Sept. 10, Bantob filed suit for $500,000 against *Tobacco Leaf*. Today an amended complaint raised the figure to $10,000,000 ($5,000,000 for compensatory and $5,000,000 as exemplary damages). The revised complaint added Thomas F. Sullivan, publisher, as co-defendant.

In its editorial, *Tobacco Leaf* did not name Vanguard, but referred to "ersatz," "synthetic" and "bogus" cigarets.

"The most effective weapon against invaders [of this kind]," it said, "is economic pressure and we believe that it should be used in whatever legal manner the industry deems necessary for its own preservation. This pressure could be applied to suppliers to the industry and to those engaged in the distribution, marketing, sale and promotion of the industry's products. It should be made clear to them that if they wish to continue to receive the tobacco industry's financial benefits, they should have no truck with those opportunists who attempt to make capital of the industry's current poor press.

"As harsh as such a tactic may appear, who could criticize it? No one. The tobacco industry's future—and, in fact, the economy of a large part of the country—is at stake. Strong medicine is needed. Strong medicine is prescribed."

After the appearance of this editorial, said Mr. Schaflander, "we suddenly began having trouble getting confirmations" on radio and tv availabilities which had been obtained earlier by the Bantob agency, H. W. Warden & Associates. "We had committed $250,000 for 13 weeks in this market," he said.

"Then everybody became a copy editor," he continued. "Some media told us if we said, 'smoke with confidence' instead of 'smoke without fear,' it might run. Others said, 'Maybe if you take the "arsenic" thing out'."

Finally, said Mr. Schaflander, Bantob had to cancel Vanguard's Sept. 17 debut here and then it was decided to "start our own newspaper."

■ The *New York Times* announced that it informed the Vanguard people "that it would take advertising of Vanguards but that the form of the particular advertisement offered to it was not acceptable, principally because the text of the advertisement did not indicate clearly that Vanguards contained no tobacco." #

Field Enterprises Names 4

L. T. Knott

The newspaper division of Field Enterprises, Chicago, publisher of the *Chicago Sun-Times* and the *Chicago Daily News*, have named four departmental vps to supervise the major areas of operation and production for both newspapers. They are L. T. Knott, vp-advertising; Leo R. Newcombe, vp-finance and business manager of the *Sun-Times*; Hy Shannon, vp-production, and Louis L. Spear, vp-circulation. Gabe Joseph, advertising manager of the *Sun-Times*, and Budd Gore, advertising manager of the *Daily News*, continue in their positions, reporting to Mr. Knott.

Vance Johnson, public relations director of the *Daily News* since last May, was named director of promotion of both dailies—a new position. Mel Barker continues as promotion manager of the *Sun-Times*, and David A. Lindsey as promotion manager of the *Daily News*.

Sporn Joins 'HiFi Review'

Ziff-Davis Publishing Co., New York, has promoted Larry Sporn from eastern ad manager to ad manager of *HiFi Review*.

MASA to Move Its Headquarters to Washington

(*Continued from Page* 2)

Objections stemmed from two primary causes. One group feared that the move was based on intentions to turn MASA into a lobbying organization. Another was primarily concerned with the cost of such a move, fearing that the additional expense would result in a slash in member services.

Association officials put down the lobbying fears by showing members the advantages which will come through closer relationships with other advertising groups and mailing organizations. The size of MASA's headquarters staff, they pointed out, makes it impractical to even begin a major lobbying program.

The cost factor was quickly offset by setting up a program of voluntary contributions from members to finance the entire relocation. Before the end of the business session, over half of the cost of the move had been pledged by a small group of members.

■ In another action, MASA unanimously approved a resolution asking U. S. Postmaster General Arthur Summerfield to seriously study the patron relations program of the Canadian Post Office. The contrast in relationships with mailers as they exist in the two countries was clearly evident in the convention's opening speech by Canadian Postmaster General William Hamilton.

■ Fireworks also developed during the annual election of officers, mainly due to difficulty in interpreting procedures outlined in the MASA constitution. In a tight contest, members re-elected three board members and named three newcomers to the board.

Re-elected were Francis S. Andrews, American Mail Advertising Inc., Boston; Paul Sampson, Sampson-Hill Inc., Detroit, and W. Marion Newman Jr., Commercial Printing & Letter Service, Dallas.

Mrs. Winifred M. Morrow, Business Letter Service, Toronto, was named Canadian vp and Mrs. Gladys Farrand, Farrand Letter Shop, North Hollywood, Cal., was elected western vp. Jerry Hahn, Direct Mail Service Inc., Pittsburgh, was named to fill the unexpired term of Les W. Gaupp, Advertisers Associates Inc., Pittsburgh, who died this month.

■ In a board meeting tonight, Mr. Andrews was elected MASA president. Mr. Sampson was named first vice-president and Ralph Harris, Ralph E. Harris Associates, Philadelphia, was named treasurer.

Consent Decree Wipes Out Station Swap; We'll Still Serve Philly: NBC

(*Continued from Page* 1)

the case as a profitable experience.

Aside from achieving their original goal—forcing NBC to withdraw from ownership of stations in the Philadelphia market—the case had netted a Supreme Court decision on procedural issues which will be valuable in the future in the event the anti-trust division wishes to challenge business practices of stations or networks.

Originally, NBC had argued that the transaction was immune from anti-trust attack because the exchange was approved by the Federal Communications Commission. Although this argument was upheld in the federal district court in Philadelphia, the Supreme Court handed down a broad decision last February which specified that the commission's action cannot prevent the anti-trust division from proceeding against restraints which appear to violate the anti-trust laws.

■ The Supreme Court decision was particularly timely from the standpoint of the Justice Department because it came at a time when the anti-trust division is questioning the legality of some of FCC's network regulations, particularly option time.

In its complaint against NBC the Justice Department said NBC threatened to cancel affiliations with Westinghouse in Boston and Philadelphia and warned that it would not affiliate with KDKA-TV, Pittsburgh, which Westinghouse was in the process of acquiring.

■ Under the settlement, NBC was given the right to exchange or sell the Philadelphia stations. It must advise the Justice Department in advance of any transfer, and must bear the burden of proof in the event the anti-trust division feels coercion is involved.

While NBC has until Dec. 31, 1962, to arrange a deal, Justice Department lawyers point out that the sooner it acts, the sooner it can be relieved of other burdensome requirements imposed under the order.

The order, with its many controls on NBC activities, runs for a minimum of 10 years from the filing date. However it must also run for at least nine years from the final disposition of the Philadelphia stations—WRCV-TV and WRCV, and it could conceivably extend beyond Dec. 31, 1971, if NBC uses its full time to negotiate the sale of the stations.

■ While the order remains in effect, NBC is enjoined from using network affiliation as a coercive device in negotiating station purchase contracts in any market. It is required to consult the Justice Department before acquiring stations in top markets—New York, Chicago, Los Angeles, Detroit, Boston, San Francisco or Pittsburgh, and before agreeing to serve as rep for additional stations. If the Justice Department objects, the network has the burden of convincing the court no coercion was involved.

Although NBC will not be allowed to re-enter Philadelphia with an owned and operated station while the order is in effect, it will be free to buy a radio station in Philadelphia five years from the date of the settlement.

■ After simmering for many months, a behind-the-scenes controversy over NBC's negotiations for the Philadelphia stations was brought into the open in February, 1956, by a House judiciary subcommittee under the chairmanship of Rep. Emanuel Celler (D., N.Y.).

With former anti-trust chief Stanley N. Barnes on the stand, the Celler committee read into the record extensive documents which established that FCC approved the NBC purchase in the face of protests from Westinghouse and the Department of Justice. #

Ad Performance Measure Needed, Banks Tells ARF

(*Continued from Page 1*)

environment. We hear that some media are voluntary, others are involuntary in the attention which is paid to them. We hear some programs have higher sponsor identification than others.

"All statements like these really say that an advertisement placed in advertising vehicle A somehow will have more value than similar advertising placed in advertising Vehicle B, whether A and B happen to be of the same type of medium or of different types.

"Unless we have actual data on the communication performance of advertisements within their respective media contexts, it will be impossible to make such statements."

Mr. Banks said performance measurement is also needed because of the different shapes, sizes, colors and other elements of advertising units. "People," he pointed out, "have an intuitive feeling that spreads in magazines somehow have different connotations for a reader than page advertisements.

■ "There is a feeling that a 10-second ID somehow has a different connotation and delivers a different kind of message than a 20, 30 or 60-second announcement. There is some sort of feeling that an alternate-week sponsor may not get the same impact against the audience of his television program as the major weekly sponsor. . .

■ In another talk today, John H. Kofron, director of research, Chilton Co., Philadelphia, reported on an extensive study done to pinpoint advertising targets in the metalworking industry. National Analysts did the study, under the sponsorship of Chilton's *Iron Age*.

The study covered 3,039 executives in 748 metalworking plants.

Results showed that 28% of metalworking's purchase-decision executives said "top management was their primary function," while 32% indicated "operating management." A considerable amount of overlap in executive functions was also found, pointing up the danger of "stratifying sales and advertising efforts in terms of specific executive functions." #

Purchasing Book Planned

The Purchasing Agents Assn. of Buffalo will launch a monthly *Western New York Purchaser* in January. Howard G. Wipperman Jr. will be the new magazine's ad manager; Donald W. Boyd Jr. will be the managing editor.

deKadt Moves to OB&M

Pieter deKadt, formerly with Lennen & Newell, has joined the research department of Ogilvy, Benson & Mather as a senior project director.

'Closed Set' of Brands Explained to ARF; It's Statistical Perpetual Motion

(Continued from Page 3)

Brand B, they do not return," he said.

Mr. Lipstein explained: "Brand B corresponds to a *transient state* in Markov Chain language. Strategically, it is very weak. If the same conditions persist, it must clearly be ruined.

"In the same figure, Brands A and C exchange customers between themselves but never relinquish customers to any other brand. Brands A and C are said to be a *closed set*. A desirable strategy for a manufacturer would be to establish a set of brands within a market which form a closed set. The manufacturer always retains the consumer within his company franchise by providing a variety of products." (*Editor's note: Benton & Bowles is a Procter & Gamble agency.*)

■ Mr. Lipstein reported that Markov Chain analysis has unearthed some interesting buying patterns. He said that while few consumers stay with a particular brand over a long period, it is useful to divide consumers into "hard core buyers and predominantly switchers." It was found that "an individual rarely goes from one hard core franchise to another hard core franchise.

"More typically," Mr. Lipstein reported, "consumers will first move from the hard core franchise of a particular brand to the switcher category. The switcher category represents a period of transition for the consumer, where he is trying and sampling another brand or a variety of brands. He can choose to go back to the original brand, become hard core of another brand, or perhaps remain a switcher for a greater length of time."

■ New products naturally have relatively few adherents in the hard core class. "Even when they show sizable brand shares," Mr. Lipstein pointed out, "the bulk of the purchasers are in the switcher group. Furthermore, the magnitude of its main diagonal entry, that is, the probability of staying with the same brand, tends to be lower for the new brand than the old established brands.

"The concentration of buyers of new products in the switcher matrix during periods of introduction suggests that it is the area of indecision. The task of the advertiser is to move these tryers of new products in the switcher matrix to the hard core group."

■ Another concept introduced by Mr. Lipstein—and one that he feels may have the "greatest value" in the long run—is the "steady state" associated with a probability matrix. The steady state, which can be arrived at mathematically, is a measure of the probabilities of share of market "in the long run."

In other words, Mr. Lipstein pointed out, it "enables us to estimate the ultimate brand positions which our advertising and marketing strategies are leading toward under the conditions of all things remaining equal."

Mr. Lipstein conceded that all things do not remain equal, but, he said, "In spite of the abstract nature of these measures, it provides a powerful measure of advertising effectiveness abstracted from changing conditions."

■ In his turn at the rostrum, Prof. Tallman told how the marketing scene can be simulated in mathematical models. "In all probability," he said, "the multiplicity of factors being considered as interacting to influence the scale and kind of advertising is far beyond the capacity of the human mind to manipulate simultaneously, and the model can do a far more effective job of predicting the points at which changes in promotion policy and method should be made."

Prof. Tallman said the model could be programmed to yield information in a wide range of categories and could be geared so that the answers are projected on a television screen as they emerge from the computer. "Thus, in theory at least," he said, "a group of executives could test run a number of different possible programs and get a feedback of results almost instantaneously." #

'Dissatisfied Man' Is Product of Ads, Hayakawa Says

(Continued from Page 2)

our approach to advertisers and in convincing them that a good tv show is not incompatible with a successful selling medium."

Mr. Foreman agreed with his fellow panel members that "too many idea people in tv follow, instead of lead. The aim seems to be to look for a pattern that worked once and to do it over and over again."

■ Mr. Connelly, in a vehement outburst, asserted, "I am so sick of listening to the illiteracies of tv commercials that I am truly concerned over the health of tv.

"If it is true that the majority has the intelligence of a 12-year-old," Mr. Connelly continued, "the 12-year-old mind will soon become a three-year-old mind if it continues to get the diet of pap now available on tv."

Mr. Connelly said he did not agree with the "12-year-old formula" but was inclined to agree with the contention of Mr. Baxter that "the American people, by and large, are very poorly informed."

■ "This is an ignorant nation," Mr. Baxter asserted. "Very few people read books, and the high schools and even some colleges have become mere extensions of adolescence. The hungry sheep of our nation have not been fed . . . but television offers a glorious opportunity to open the doors to minds."

■ Mr. Friendly, associated with Edward R. Murrow in many prize-winning tv shows, declared that "all of the American people have to know as much about everything as, say Khrushchev. . . . What we don't know may kill us."

■ Bergan Evans, Northwestern University professor, told delegates that "Madison Ave. is becoming the fictional bogey of our time.

"Madison Ave. as the haunt of evil powers," Mr. Evans said, "has entirely replaced Wall St. Most of the public who write me deploring the corruption of the language, attribute this degeneration to radio, tv, and Madison Ave.

"I would like to send back a form letter," he continued, "reminding the writers that half a dozen of the leading publishers are on Madison Ave., as well as the archdiocese of New York, Brooks Bros., Abercrombie & Fitch and other shapers of words, styles and opinions."

Mr. Evans also reassured his listeners that "Winstons taste good like a cigaret should" is "perfectly all right grammatically. Those who criticize this use of the word 'like' are the people I call 'as-es'."

Hastings
Rabell
Tomberlin
Knorr

NEW TRIBE, NEW CHIEFS—*Newly elected officers of the newly formed National Assn. of FM Broadcasters are Fred Rabell, KITT, San Diego, president; T. Mitchell Hastings, Concert Network, Boston, vp; Frank Knorr Jr., WPKM, Tampa, Fla., secretary, and William Tomberlin, KMLA, Los Angeles, treasurer. NAFMB's organizational meeting was held at the Palmer House, Chicago, Sept. 18 and 19.*

We'll Pass 'Old Fashioned AM' in 7 Years, FM Group Head Tells Organizing Parley

CHICAGO, Sept. 23—Glowing predictions about the growth of fm radio use and the commercial success that can be built on it pervaded the organizational meeting of the National Assn. of FM Broadcasters here last week.

About 100 fm station executives from all over the country formed the new entity, whose purpose is to promote fm time sales and listenership, promote the fm industry in general, encourage technical development and provide liaison between the fm industry and the Federal Communications Commission.

Immediate plans call for the development of a $250,000 fund for research of fm listenership and promotion of fm both to the public and to national advertisers.

■ The new association is an outgrowth of the FM Development Assn. (later the Assn. of FM Broadcasters), which was formed to represent and advance fm interests in areas where the National Assn. of Broadcasters was not constituted to do so. Fm executives meeting here this past summer determined the new organization was needed to represent and advance all areas of fm interest.

According to Fred Rabell, co-owner of KITT, San Diego, president of the new NAFMB, there are now more than 500 fm stations on the air and the FCC has applications for nearly 100 more commercial stations.

"We estimate that there are 12,000,000 fm homes in the U.S. —a growth of at least 20% in the last three years," he said.

If the public continues to increase its listening to fm and its purchases of fm sets at the rate they have in the last two years, he predicted, "fm radio and the fm listening audience will surpass old-fashioned radio within seven years.

"All that remains to be done to make broadcasting successful commercially is to ascertain the facts on the listenership to prove fm's purchasing power to the advertising agencies and to advertisers," he said.

■ Some suggestions about how to go about this fact-ascertaining came from Alfred Politz, president of Alfred Politz Research, who told the broadcasters "fm has a chance—which am no longer has —to teach advertisers" how to measure broadcast audiences.

He warned the broadcasters not to sneer at audience figures in principle just because such figures have sometimes been misused and twisted. Such figures are necessary to selling, he pointed out.

But more important, he said, is the need for broadcasters to dismiss from their minds the idea that audience figures are strictly quantitative, without reference to quality. All quantitative figures have a qualitative factor in them, he pointed out.

He said the extent to which admen and marketing people have differentiated between "quantitative" and "qualitative" reflects "an illusion, a fallacy"; that it "indicates how little admen have learned about research, despite how much they talk about it."

■ Mr. Politz also urged the broadcasters not to be swayed too much by the concept of "giving the public what it wants. Had this principle been followed a hundred years ago," he said, "today we'd be using vastly improved kerosene lamps."

The ultimate question, he said, is not what the public wants but what the public is susceptible to —what it might like though it may not even know about it. This calls for imagination on the broadcasters' part, he pointed out.

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The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959

47,344

HELP WANTED

SPACE SALESMAN, $15,000 base pay plus commission for publication with quality, highly select local circulation. Must be familiar with Chicago market. Replies strictly confidential.

Box 2918, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Have Interesting opening. Take complete charge of advertising for retail credit jewelry chain. Please phone collect **Ottawa, Canada, CEntral 5-5102. Jack Snow Jewelers, Ltd.**

ASSISTANT EDITOR—CHICAGO

Publisher of two top national trade magazines seeks able, young writer for editorial spot recently vacated through promotion. Should be handy with camera and free to travel. Salary $4800.00 to start. Write

Box 2943, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP NEWSPAPER SYNDICATE is looking for a top salesman. If you are a go-getter, with a proved record of success in selling, preferably in the newspaper business or its allied fields, this may be your opportunity to move ahead. Send resume to

Box 2944, ADVERTISING AGE
630 Third Ave.,New York 17, N. Y.

CREATIVE AGENCY OR FREE-LANCE ADVERTISING MAN, N. Y. area, electrical or home furnishing background. to launch new product, prepare sales literature, package design, etc. Unlimited potential.

Box 2945, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Free Lance trade paper writers wanted. Based in New York, California, Midwest, South & Southwest. mail resume.

Box 2946, ADVERTISING AGE
630 Third Ave., NewYork 17, N. Y.

ARTIST

Excellent opportunity with growing agency, western N.Y. state. Experience in all phases adv. art. Crisp layouts a must. Send complete resume and salary requirements. Confidential.

Box 2947, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MEDIA BUYER

Chicago agency with major accounts wants a real pro (age 32-45) to join our hard-hitting team of career girls. Must be self-sufficient and flexble because we don't believe in or have junior girls. Highest salary. Profit-sharing. Send resume and personal letter.

Box 2948, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE SPACE SALESMAN with flexible mind wanted by established publishers' rep. Good solid list. Replies confidential.

Box 2949, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S

A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write

Miss Barnard **Mr. Pollard**
WA 2-2306, 220 S. State St., Chicago 4

TOP FLIGHT COPYWRITER

The largest women's apparel specialty store of its kind with headquarters in Chicago has opening for experienced copywriter. The woman we want must have a feeling for words, a flair for showmanship, must respond to and be stimulated by the drama and excitement of a fast-paced retail operation. Position could lead to a divisional advertising managership. Salary commensurate with qualifications, which must include retail copywriting experience. Replies held in confdence. Write

Box 2950, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER'S ASSISTANT on So. Mich. rural weekly, circ. 11,000. Experience in editing, reporting, and handling job printing orders desirable. Salary open. **Lapeer (Mich.) County Press.**

HELP WANTED

AD AGENCY SEEKS COPYWRITER—a capable producer of high-caliber advertising for widely varied accounts. To the right person, we offer a real opportunity to advance rapidly from a starting salary of no less than $7,500 in an agency with an outstanding history of growth . . . in a community where better living is more than just a promise and costs a lot less. Send complete resume in confidence.

Box 2951, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

Advertising and Sales Promotion Assistant wanted by one of our clients in the metal fabrication field. 3 to 5 years experience in creative capacity and a basic knowledge of advertising production technique required. Send complete resume and salary requirements.

CONNOR ASSOCIATES, INC.
1460 East River Road
Aurora, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PRODUCTION MANAGER

Increasing schedules makes it necessary for this Chicago agency to add capable man to take full charge of scheduling, traffic and production. $7,000 to $9.000. 5 to 10 years experience.

Box 2974, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

MARKET RESEARCH - 14 years exp. Includes supervision all phases market research - questionnaire, sampling technique, tabulation, reports, analysis. College degree plus. Will send resume.

Box 2928, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

EXPERIENCED CHICAGO SPACE SALESMAN 36, N.U. GRADUATE

Desires change—Trade magazine, Publishers Rep. or newspaper. Will travel.

Box 2932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSUMER & MARKET RESEARCH

Employed. Background-Consumer and Market Surveys all over the United States during past 10 years. Experienced interviewing, preparation written and statistical reports, market analysis, mostly with consumer goods. Major Accomplishments. Desire Position offering opportunity for continued growth in Marketing Research. Business Degree. Graduate specialization-Marketing. Single, 38.

Box 2971, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SALES PRESENTATIONS SOFT SELL HARD SELL

Merchandising, Marketing, Straight Shooter, Old Fashioned Worker. Personable individual. Desires Sales Mktg. Pubreo Pos.

Box 2972, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD MAKE-UP

Here's a girl who has worked on one of the largest dailies for over 10 years. She has reached the maximum advancement (The boss isn't likely to quit!) Likes detail, responsibility and knows shorthand and typing, too. References.

Box 2969, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH—Experience in Sales Analysis, surveys, NYU Grad. Age 29. Psychology major, statistics minor.

Box 2970, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Ambitious young newspaper ad manager seeks opportunity with agency. Solid media background. Personable, proven ability. Complete resume, references.

Box 2952, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECTOR OF PUBLIC RELATIONS AND ADVERTISING

One of America's leading industrial corporations seeks top-rated public relations professional with the capacity and talent to assume executive responsibility for direction of our expanding public relations and advertising programs.

Candidate must be experienced in executing a broad range of internal and external public relations activities including stockholder and financial relations, and counseling division managers at the plant level. Background of creative corporate advertising is necessary. This position requires a mature, perceptive individual capable of functioning at top management level with officers who fully appreciate and reflect the contributions of PR thinking in current operations and forward planning. Ranked among the nation's 200 largest corporations, this dynamic Midwestern company is highly diversified with operations throughout the United States and Canada. Submit complete resume, photograph, state salary requirements.

Reply Box 714, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

AD COPY-PUBLICITY WRITER

Free-lance "whiz"! 25 yrs. wide exp. Top copy for ads, releases, etc. Hourly rate. **Bob Gale, 1353 Fargo, Chicago 26, Ill.**

PR DIR. Woman. Exp. Radio, Press, Feature Writer. Exc. pub. contacts. Let's talk.

Box 2953, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA, 10 years Agency Exp., Production, Secretarial, Accounting, Traffic, $550.00-$600.00. Single, Write:

Box 2954, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. MANAGER-SOUTHWEST or WEST
Mid-west exec with nat'l. mfgr. & retail exp.-consumer goods. Background: Adv. Mgr., Sales Prom. Mgr., Creative Dir. Age 34. $12M.

Box 2955, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAFFIC COORDINATOR WISHES TO ADVANCE TO TRAFFIC MANAGER.

(Print) 5 Years well rounded experience both traffic and production in large and medium size 4A agencies. Will present views as to establishing traffic system, or will accept present opening as Traffic Manager. Have ideas, will relocate. Married. 27 years young.

Box 2956, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD MANAGER WANTS TO GROW!

Ten years creating sales promotion and incentive programs that move merchandise and men. Wholly responsibe all national ad media, distributor-dealer co-op, and p.r. Articulate, good appearance. B.B.A., Northwestern U. Want to connect with leading Chicago agency or consumer manufacturer. Call BR 4-8388 (Chicago) for return call or write:

Box 2957, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MIDWEST SPACE SALESMAN

desires immediate association with industrial publication. Broad experience. Age 30. For references & resume write:

Box 2959, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO A MANPOWER BARGAIN HUNTER SOMEWHERE ON MICHIGAN AVE.

I've got what it takes . . . honest! . . . not years and years of experience but youth, ambition, and a well-rounded beginning in merchandising and client contact. My price is modest, see if you don't agree. Write:

Box 2960, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOU ARE LUCKY!

If I had five years agency experience, instead of 1½, I'd be expensive. But as an expert Radio-TV Director (my present post) copywriter, personable junior AE with 7 years media experience, I work hard, fast and thoughtfully for $600 per. 28 years old - fly anywhere for interview - will relocate - have resume available.

Box 2964, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"...Why Didn't I Get That Job?"

• I had everything they wanted! I'm between 30 and 38 years of age . . . know advertising media like a book . . . have had experience in advertising agency or advertising department and *insurance advertising* . . . and, am able to direct and co-ordinate advertising programs for a nation-wide network of agents."

"I can present plans and ideas before a group . . . am willing to travel a bit to get the job done. Above all, I'm eager to advance in one of the nation's most progressive and expanding companies. What an opportunity—and I missed it!"

Don't let this happen to you. If you have these qualifications, send a resumé, noting salary requirements, and a recent snapshot to:

STATE FARM INSURANCE

G. Duane Tillinghast
Dir., Sales Promotion
State Farm Ins. Co's.
• • •
Bloomington, Illinois

POSITIONS WANTED

TO CONSUMER AGENCIES WITH INDUSTRIAL ACCOUNTS

Need a creative, copy-contact A.E. with industrial know-how? Resume on request.

Box 2961, ADVERTISING AGE
630 Third Ave., New York 17, New York

EFFECTIVE

PR-Adv. executive, under 40, salary in five figures. Prefer position between New England and California. Will even consider others. Your letter will bring resume.

Box 2968, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION WRITER

Letters, booklets, display ads. 12 years experience—(6 years publishing, 5 years retail, 1 year agency) Art and production know-how. Chicago or New York. Female. $10,000.

Box 2962, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ARTIST-ART DIRECTOR WANTS WIFE TO WEAR MINK

After 13 years learning the business, ready to step up to position with responsibility and salary to match. Very strong on creativeness, know-how.

Box 2963, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Amusement business journal seeks publishers' representative in Chicago region.

Box 2966, ADVERTISING AGE
630 Third Ave., New York 17, New York

Publisher's representatives desired- East and West coasts. For 2 growing business monthlies, young books with an excellent future.

Box 2965, ADVERTISING AGE
200 E. Illinois St., Chicago11,Illinois

REPRESENTATIVES AVAILABLE

EASTERN ADV. REP. NY/HQ.

Over 20 yrs. exp. Have 2 associates for top coverage.

Box 2967, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEWLY ESTABLISHED PUBL. REP.

Experienced space salesman desires additional industial publications in Midwest.

Box 2958, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Management Consultants with advertising background seek to purchase or invest in Advertising Agency, minimum annual billing $20,000,000. Replies held in confidence, brokers protected. Attorney.

Box 2973, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

PUBLISHERS—Do You Need Lower Cost Printing?

We are publishing house owning unionized printing division producing our own magazines. Big weekly forces maintenance of large mechanical staff. Have non-peak hour problem and you gain. Can handle complete job (or any part) in composition, presswork, mailing, fulfillment, etc. Contact **Charles Rueger 2160 Patterson Street - Cincinnati 3, Phone: DUnbar 1-6540.**

JOB GETTING RESUME TO SET YOU apart, get interviews. Mail or interview service. "Write Your Own" kit only $5. Resume Service, 185 N. Wabash, Chicago

YOUR UTOPIA FROM WORK & TENSION

For Sale, large lot, 75' x 85' on a beautiful bluff OVERLOOKING a velvet valley and spring-fed, emerald colored streams. Nestled in thousands of acres of wooded area. Year round fun or relaxation. Fishing, Hunting and Water Activity in immediate area. $2,500.

Write: Box 1, Noel, Missouri

A.E. FOR MIAMI

Established, growing Miami agency needs A.E. with broad experience. Prefer background with smaller or middle-size agencies, for in our 17-man shop a fellow wears several hats.

Should know trade channels, merchandising, be able to formulate, present, and execute plans, have a good record of keeping clients happy.

The opportunity here is excellent and the climate wonderful. We suggest that you airmail us full details on your qualifications today.

Hume · Smith · Mickelberry
Advertising
126 S.E. 2nd Street, Miami

SPACE SELLING PRO—AE

- Aggressive, guaranteed space builder.
- Excellent 25 year record in all media.
- Mature, competent-expert copy, layout, production.
- 7 years with present publisher—as top performer. Want tough, challenging offer on solid 5 figure arrangement.

Box 718, Advertising Age
630 Third Avenue, New York 17, N. Y.

PUBLIC RELATIONS

Experienced person to handle public relations and promotion for newly constructed regional shopping center in suburban area. Excellent potential. Give qualifications in resume and expected salary.

Box 729, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SALES PROMOTION MANAGER

Leading tool, die and specialty steel producer. Involves working with agency on national ads and direct mail. Producing technical literature, data sheets and catalogs. Publicity, Public Relations, Convention Exhibits, and Sales Training work involved. Western Pennsylvania location. For interviews send resume, which will be handled confidentially, to:

W. C. Stonehouse,
Director—Industrial relations
Latrobe Steel Company
Latrobe, Pa.

OPPORTUNITY FOR MARKETING AND MARKET RESEARCH MAN

Growing Chicago advertising agency with substantial billing and fine list of national accounts, seeks a man of specialized market research and analysis ability. Some background in basic consumer research desirable, but essentially this man is trained in market analysis. His duties will include intensive study of client and competitive market conditions for a diversified list of advertisers. He will talk with distributors, branches and dealers, digging for essential information, observing local sales, marketing and advertising strategies. Knowledge of food and beverage sales and distribution helpful. Must be able to appraise over-all market situations and report on them to agency and client managements. Work will involve considerable travel. Salary commensurate with experience and ability. Excellent benefits and growth opportunity. Kindly send full statement of experience including age, present salary and snapshot.

Box 726, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO ACCOUNT EXECUTIVES

An Agency background or a successful Media man forms the perfect pattern for success with our organization, the leading company in Business Development Programs for banking.

An executive sales position with our company is now open in which you can fully utilize all the facets of your advertising background to become a successful Account Executive handling 250 banking accounts.

At the present we have 21 offices in major cities throughout the country and we are currently interested in opening offices in Atlanta, Georgia and Des Moines, Iowa.

Drawing account plus percentage assures a five-figure income, based on your ability to succeed in financial advertising.

Send resumes to J. E. Gallagher, Vice president
Box 727, ADVERTISING AGE
630 Third Avenue, New York 17, New York
for personal conferences in above areas.

EXPERIENCED ADVERTISING SALESMAN

Leading publication in construction and industrial field has desirable opening in Midwest. Compensation in $10-$15,000 range, plus bonus to man who can take over and manage going territory. Excellent opportunity for growth as well as management possibilities. Age 32-42. Good background in industrial or construction market preferred. Send full resume to:

Box 721, Advertising Age
200 East Illinois St., Chicago, Ill.

PUBLICATIONS OUT OF THE WEST COAST

Business, professional, hobby and special interest publications — both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives:

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave.,
Los Angeles 8, Calif., AXminster 2-0287

EXPORT IMPORT NEWS

THE VOICE
OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising
Office—354 S. Spring St.,
Los Angeles 18, Calif.

ATTENTION ADVERTISING AGENCIES IF YOU HAVE A CLIENT WHO IS IN NEED OF A POWERFUL SALES MANAGER, PLEASE SHOW HIM THIS AD.

NATIONAL SALES MANAGER

Desires position with a challenge, tangibles or intangibles. Loaded with enthusiasm & drive. Sales, promotions, creative ideas, PR. Will not ask any man to sell what I cannot sell myself. For a look in the past, present & future, write: P.O. Box 46546, Los Angeles 46, Calif.

CUTS

HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.

Ward Kah Box 87-A
Glendale 6, Calif.

SALES PROMOTION AND ADVERTISING

Wanted: Young man to 35 with good knowledge of the insurance business to supervise sales promotion and advertising activities of fast-growing ordinary life, credit life, auto, fire and casualty companies. Work with top flight sales and advertising people in Los Angeles home office of $500 million parent corporation. Write in confidence including background, experience and initial salary requirements to:

Box 728, ADVERTISING AGE
4041 Marlton Avenue
Los Angeles 8, Calif.

If marketing appliances
is your business, then
ask for a Sample copy.

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States

(Formerly "California T-V & Appliances")

10,000 guaranteed "Guided Circulation". Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by **VAC**, Verified Audit Circulation Co.

Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004

(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

Fine, Fast, Fairly Priced Photography

pics photographers

DEARBORN 2-1082
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

MR. ADVERTISING DIRECTOR . . .

You may presently be an assistant ad manager ready to head your own department or you may be the full-fledged director who wants a less hectic life away from the hustle-bustle and commuter life of the big city. In either case, you are looking for the opportunity offered by this position. We are a large packaged consumer products manufacturer. With us, you would head our ad department, exercise creativeness, direct a budget of over two million dollars and maintain close agency contact.

The salary for this position is a minimum of $25,000, and can easily be more for the right man.

Our own people know of this advertisement. We shall be glad to explore the possibilities with you, if you will tell us about yourself. All communications will be treated as highly confidential.

Box 717, ADVERTISING AGE
630 Third Avenue, N. Y. 17, N. Y.

HELP ! ! !

Frankly what we need is working capital. Have a good little agency going (annual billings after two years now $150,000) and excellent growth potential. All consumer accounts—no retail! Wanted: affiliation with larger agency for backing or one-third corporate partner with $35,000 to $50,000 to invest immediately. Reply Box 722, Advertising Age, 630 Third Avenue, New York 17, New York.

ONE MAN with AD TEAM ABILITY

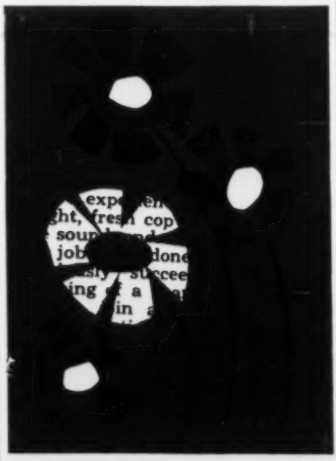
One-man direct mail and sales promotion agency with promising midwest accounts on fee basis desires affiliation with small progressive agency seeking young talent to expand its team.

Box 724, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO A LIVE WIRE ACCOUNT EXECUTIVE WHO IS LOOKING TO TOMORROW

Medium sized, fully staffed Chicago Agency with enviable reputation for creativity and rapid growth, seeks experienced account man who is stymied in his present spot. For the right man who already controls some business, we have a unique and specially attractive proposition with potential agency participation. Write in full confidence, outlining background, experience and accounts you have or are now serving.

Box 723, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois



Staff a writer
with an approach that's
always fresh . . .
always remembered

Box 725, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ACCOUNT EXEC. INDUSTRIAL

Medium-sized N. Y. advertising agency requires highly qualified Industrial Engineering account exec.; copy background required. Min. 5 years' agency exp. College degree. Starting—$12,000 plus broad benefits. Send complete resume to: Box 713 ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING— SALES PROMOTION

National Multi Plant manufacturer of widely diversified products needs assistant advertising manager to organize and direct advertising and sales promotion for one of its fastest growing and most important divisions.

Although headquarters will be in New York, considerable travel will be necessary to contact subsidiaries and plants from coast to coast.

Knowledge of containers is desirable—from either the manufacturer's or the purchaser's side. Experience in container selling, advertising and merchandising would be valuable.

Position would be with a leading growth company in a vital industry. To the right man with drive, imagination and the ability to organize himself and others, this offers a challenging opportunity.

Age—probably less than 38. All replies in confidence. Our people know of this advertisement.

Box 715, ADVERTISING AGE
630 Third Avenue
New York 17, N. Y.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

IF YOU understand and can *sell* industrial advertising; are under 40; and can justify earnings upwards of $10,000 a year salary, plus profit sharing, we are interested in you.

WE ARE a Chicago-based industrial magazine with good growth potential; good earnings for a man who understands industrial markets and can prove he has sold them.

Reply to Box 720
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

A fine opportunity for a creative

ADVERTISING MANAGER

with broad experience in magazine advertising space sales on national basis.

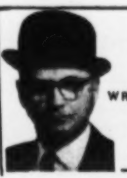
30-40 years old

Salary in five figures plus substantial commission. Superlative workplace and community environment.

Send full information to

P.O. Box 9317
Chicago 90, Ill.

All inquiries treated confidentially



ARTIST TO AGRICULTURE

WRITE FOR FREE BROCHURE

JOHN ANDREWS

1504 Dodge, Omaha, Nebr.

MR. AD EXECUTIVE

Looking for an account exec., ad manager, copy writer, media director or space salesman? Phone RA 6-6168.

★ FRED JOHNSON
Advertising Employment Consultant
of
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago 1, Ill.
★ formerly with Crowell Collier

● available **ADVTG.**

SALES PROM. EXEC.

creative • sales minded

Seasoned "pro" with exceptional combination of proved creativity, administrative, sales ability. Former acct. exec., agency owner, sales-advtg. manager. Sound marketing plans, merchandising ideas, practical sales and training experience. Capable organizer and supervisor on coordinated ad-sales programs for various consumer, retailer, industrial products. Versatile "do-it-himself" abilities, direct and inspire others. Sound, imaginative copy ideas for ads and campaigns, produce from layout to production — promotional material, displays, folders, catalogs. 20 years extensive experience, college education, 42, personable, aggressive. N.Y.C., Westchester, lower Conn. only. Box 716, Advertising Age, 630 Third Ave., N. Y. 17, N. Y.

2 SENIOR MKTG. EXECS., top-bracket agency. Exper. all mktg. tools. One foods, one hard goods. To 49.	**$18-22M**
AE FOODS. Realistic mktg. man. Medium-size agency.	**$18-20M**
AE, beer or soft-drink exper.	**$15-17M**
TV-RADIO, writer-producer. No. 2 man in medium agency.	**$ 12M**
2 JUNIOR MKTG. EXECS., big agency. Could be brand mgrs now, if not should have had comparable mktg. exposures with big co.	**$10M**

GLADER CORPORATION

Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ADVERTISING DIRECTOR

For Home Furnishing departments of national retail company. Expanding Chicago organization offers splendid opportunity to a successful man with good merchandising background combined with experience in all phases of art and promotion.

Excellent compensation including bonus and profit sharing. Apply in strict confidence with comprehensive resume.

Box 719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

BIG RESULTS

from small ads
in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 158,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $ ____________

My Name ____________________________

Street ____________________________

City ____________________ **Z** ____ **State** ____________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE

200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

$350,000,000 in Dog Food Ain't Just a Woofing

(Continued from Page 3)

the remainder of approximately $90,000,000 was spent for veterinary care.

Harry Miller, director of the Gaines research center, and a national authority on dogs, reported that more than 40% of U.S. families own dogs.

■ "Today more people own more dogs than ever," he said. "At least 18,000,000 American homes have dogs. Our dog population has increased more than one-third in the past decade, and production of canned dog food has more than tripled."

Last year, dogs ate 2.5 billion lbs. of prepared dog foods. As a result of better diets and medical care, dogs also are living longer, Mr. Miller said. He estimated that a well-cared-for dog today has an average life expectancy of about ten years. #

"How's Business?"
"FINE!"

PARENTS' MAGAZINE hits another HIGH!

OCTOBER 1959 ISSUE

▶ 127 pages of advertising*
▶ $1,118,000 ad revenue*
*INCLUDES SECTIONAL ADVERTISING
▶ National Lineage up 4.5%
▶ National Revenue up 9.7%

JANUARY-OCTOBER 1959 ISSUES

▶ National Lineage up 2.0%
▶ National Revenue up 7.9%

and moving ahead STRONGER than ever!

Parents'
MAGAZINE & FAMILY HOME GUIDE
1,825,000 Circulation
Effective January, 1960

Magazines Carry Load in Jantzen 'Smile' Campaign

(Continued from Page 3)

ers, outdoor posters, counter cards, smile buttons for salespeople and plans for fashion shows (including a movie and a record).

Details of each promotion have been gathered together and filed in a pink and orange box (the campaign colors) for Jantzen salesmen to take to buyers. A window in the front of each box displays each promotion as it is being discussed.

■ A smattering of these fashion categories and their accompanying promotions:

- **Sea dresses for sunning**—skirted suits which will be promoted by stores with the theme: "The world has so few goddesses, be one in a Jantzen sea dress."
- **After-dive fashions**—evening suits to be advertised by ads headlined: "Come to dinner, bring your Jantzen," "In a Jantzen, life is just one mad party after another," or "Have a ball on the beach in your Jantzen."
- **Bold and Bashful Bikinis**—packaged in a Bikini Boodle, a water-proof, zippered bag "holding all you need to create a mad sensation; a lipstick and your bold bikini." For the not so daring, there's the Bashful Bikini.
- **Luxury class coordinates**—"portable sportables," for world travelers, the "first wardrobes planned around a swimsuit." The suggested ad theme is "the world is your playground, etc."
- **Beacheroos**—beach accessories, including seacaps, bags, carpet towels and Jandals, "for those who go in for beachkeeping."

Other categories include Stowaways, the Great Jantzens, U.S.A. Hooray, and Color Shapes.

■ Also available to stores is a six-minute color film, "Once Upon a Smile," which features Jantzen bathing beauties Clara Bow, Ruby Keeler, Betty Grable and Marilyn Monroe from 1910 to 1960. The music is the "smile" song of each era—"Let a Smile Be Your Umbrella," "When My Baby Smiles at Me," etc., ending with the "Smile song of the 1960s—just wear a smile and a Jantzen."

A medley of these songs has been pressed on a record to be used by company salesmen and stores. A sample verse of the Jantzen song: "Shall we do a little dancin'; Make the evening come alive; Come to dinner, bring your Jantzen, for things are happening after dive."

For the trade campaign in *Women's Wear Daily*, the smile theme has been adapted to weekly ads asking, "Guess who's smiling for Jantzen?" Each ad pictures a different sportswear buyer chosen from stores across the country. Her face—except the smile—is hidden by a big hat. Copy will give clues and invite the trade to guess who. #

Morrow to 'Material Handling'

Stanley A. Morrow has been appointed eastern sales representative of *Material Handling Engineering* (formerly *Flow*). Mr. Morrow has spent the past 13 years in advertising space sales with *Chain Store Age* and the *New York World Telegram & Sun*.

'Economics' Sponsors Forum

Medical Economics Inc., Oradell, N.J., publishers of *Medical Economics*, has established a continuing forum of practice management methods for doctors.

Text of 'Class Suit Ruling Against Hunt, Morton, GF

IN THE UNITED STATES DISTRICT
COURT FOR THE NORTHERN
DISTRICT OF ILLINOIS
EASTERN DIVISION

STATE WHOLESALE GROCERS, a corporation, et al.,
Plaintiffs,
vs.) No. 56 C 418
THE GREAT ATLANTIC AND PACIFIC TEA COMPANY, a corporation, et al.,
Defendants.

MEMORANDUM AND ORDER

CAMPBELL, Chief Judge

On remand of this case from the Court of Appeals, plaintiffs have moved for a ruling on the so-called "spurious class" suit issue left undecided both by this Court and the Court of Appeals. **State Wholesale Grocers v. The Great Atlantic & Pacific Tea Company**, D.C., N.D. Ill., E.D., 154 F. Supp. 471; C.A., 7 Cir., 258 F. 2d 831. Since the pertinent facts appear in each of these reported decisions, I shall not repeat them in detail here.

Plaintiffs consist of twenty retail grocers and two wholesale grocers located in the Chicago Metropolitan Area. They seek to bring into this action the retail and wholesale grocers similarly situated who accept their invitation to join. Defendants, General Foods Corporation, Hunt Foods, Inc., and Morton Salt Company oppose the propriety of the class suit contending 1) that plaintiffs have not shown that they are entitled to bring a spurious class suit and, 2) in the alternative, that it is too late at this stage of the instant proceeding for the intervention of additional parties plaintiff.

Rule 23 (a) (3) of the Federal Rules Civil Procedure which governs spurious class suits, provides as follows:

> "a. Representation. If persons constituting a class are so numerous as to make it impracticable to bring them all before the court, such of them, one or more, as will fairly insure the adequate representation of all may, on behalf of all, sue or be sued, when the character of the right sought to be enforced for or against the class is
>
> (3) several, and there is a common question of law or fact affecting the several rights and a common relief is sought.

Whether Plaintiffs are Entitled to Bring A Class Suit

Defendants contend that neither the retail grocer nor the wholesale grocer class has been adequately identified. I do not agree. As to the plaintiff retailers, I think it has been clearly established that the class consists of retail grocers situated in the Chicago Metropolitan Area who, during the period pertinent to this suit, resold products of the defendant suppliers in competition with at least one store of the favored retailer, A. & P., and to whom proportionately equal treatment was not made available. The wholesaler class consists of all wholesale grocers situated in the same area who, during that period, sold the defendant suppliers' products to members of the retailer class. I attach little significance to the fact that there may be certain differences between the various members of either class so long as there is a question of fact or law common to all members within that particular class.

The propriety of the class suit is also challenged on the ground that common relief is not sought against the defendants Counsel for defendants interpret the requirement of "common relief" as provided in Rule 23(a)(3) to mean that the claims of the plaintiffs must emanate from the same original source, citing **Kainz v. Anheuser-Busch, Inc.**, 7 Cir., 194 F. 2d 737, in support of their position. Defendants take the position that inasmuch as it is not claimed here that the three defendant suppliers have joined or acted together, the several claims of the plaintiff emanate from three, separate and distinct sources, thus destroying the element of common relief.

A reading of the pertinent portion of the Court of Appeals' opinion in the Kainz case, **supra**, might prove helpful. In rejecting the contention that the phrase "common relief" means "joint relief", as that phrase is used in Rule 23(a)(3), the court stated, at page 743 of 194 F. 2d:

> "* * * 'Common relief' for persons having separate causes of action who may recover only several judgments, it seems to us, must mean, in order to give life to the purpose of the rule, relief emanating from the same original source, either by way of grant, contract, tort or statute, where the claims of all beneficiaries flow from the same fountain but are allowed not in a joint judgment but in several judgments. Strictly speaking, this may not be common relief in many senses, but it is separate relief for each growing out of a common source of right to recover. The same character of right to recover exists in several; in that sense, when there are common issues of fact and law, we think, the relief is common within the meaning of the rule. To hold otherwise is to destroy the so-called spurious class entirely, for, if the relief to be recovered by several members of the class in separate judgments must be a common or joint judgment, then the whole provision is meaningless. The rule clearly contemplates, we think, relief in the form of separate similar judgments, emanating from the same source in law and grounded upon common questions of fact."

In view of the language of the Kainz case, I think the Rule is satisfied where, as here, it is charged that the same, but separate, action by defendants of equal standing (that is, suppliers who have favored one customer over others) violated the same section of a statute, and that the unlawful action of each defendant damaged each of several plaintiffs in separate, different amounts.

Defendants also urge the Court to hold that the plaintiffs do not adequately represent the members of either of the two classes for whom this suit is brought. An examination of the entire record of this case convinces me that this contention is without merit.

Whether The Proposed Intervention Is Untimely

It is argued that intervention at this point of the instant proceeding would be untimely since it comes at a time more than 3½ years after the suit was instituted and 2½ years after the proofs have been closed on the issue of liability. Defendants contend that it would be fundamentally unfair to them to allow intervention at this juncture of the case and caution that objectional procedural consequences might develop if such a practice is permitted.

Of course, defendants' contentions might be true in most cases. In the instant case, however, the issues of liability and damages were separated for purposes of trial. Trial of the issue of liability has been concluded. There is, at least, one element of the liability facet of this case which remains for decision. I think it clear that the joining of additional parties plaintiff at any earlier stage of the present case would have at that time served no useful purpose and might well have hampered, or at least delayed, the orderly and expeditious fashion in which the issue of liability was tried. With the separation of the issues of liability and damages for purposes of trial, Rule 23(a)(3) afforded the Court, as well as the parties, with an excellent mechanism whereby a handful of persons with a standing sufficient to complain might, on behalf of all such persons similarly situated, test the legality of the defendants' activity which affected all such persons. That activity having been branded as unlawful by the Court of Appeals, the time is now ripe for the intervention of all wronged parties.

A rule of procedure must possess a certain quality of usefulness. With respect to the Rule under consideration, it should, if nothing else, serve to speed up trials such as the instant suit, while at the same time avoid multiplicity of suits. Intervention of additional parties plaintiff before or during the trial of liability would have appreciably delayed the submission of that issue for decision and would have nullified one of the purposes for which the Rule was adopted. I think Judge Lindley's comments in the Kainz case, **supra**, with respect to Rule 20(a) and Rule 23(a)(3), are particularly apropos here. He said at page 744 of 194 F. 2d:

> "We fully appreciate the difficulty encountered by trial courts in attempting to give to these two rules the force we have attributed to them. Both, interpreted as we feel they must be, are innovations at odds with earlier ideas of proper law and equity practices. It was once axiomatic that multifariousness of claims was to be avoided and that multiplicity of parties could be permitted only in case far afield from those of the so-termed spurious class. The latter, obviously, has unity only as an expedient invented and introduced into modern practice for the purpose of reducing multiplicity of suits and speeding up trials. We know the invention has novelty; whether it possesses also the other quality sought, utility, is not yet fully proved. However, sensing as we do that these novel insertions into our rules of procedure were inspired by certain specific supposedly beneficient purposes, it is our duty to give them effect. Perhaps in a case such as this, where each of the parties is entitled to a jury trial, where the transactions are voluminous, complex and intricate and the possible parties so numerous as to be beyond possibility of retention in the memory of any trier of the facts, it may eventuate that the expedient provided is not efficacious in improving practice and procedure. But that possibility does not authorize us so to interpret the rules as to nullify them."

I think the entire procedure employed in this case demonstrates most effectively that Rule 23(a)(3) possesses the quality for which Judge Lindley was searching; that is, the quality of utility. Defendants' conduct has been put to test and has been found unlawful. The facts elicited to test defendants' activity, as distinguished from the facts which establish the present plaintiffs' standing to complain, while being common to all present plaintiffs, should be common to all plaintiffs seeking to intervene. The latter must establish their standing to complain (that is, their membership in the class) and, like the present plaintiffs, the amount of their individual damages. That this comes at a date so long after the suit was instituted and the issue of liability tried is immaterial especially in view of the fact that most of this time was consumed in establishing the illegality of defendants' conduct before the Court of Appeals.

Intervention at this time, admittedly, presents its problems. However, I cannot concede that the Court, with the aid of able and experienced counsel, lacks the necessary tools to cope with them. It is no secret that the calendar of this court is already overcrowded. To force all plaintiffs who seek to intervene to file a new action, with its accompanying gamut of pre-trial discovery, would necessarily overburden the individual calendar of the particular judge of this court to whom it would be assigned, not to mention the fact that said action might later, perhaps, be consolidated with the instant one. At the same time, I cannot perceive how the defendants' rights would be prejudiced by intervention. If it shall later appear that any of those rights might be put in jeopardy, the resources of the court would be available to protect them. In summation, I think the procedures utilized in the instant case demonstrate most effectively the proper employment of the Rules and the tools available to a trial court. While I do not attempt to conclude that these procedures should be followed in every case such as this, since each case must be judged by its own peculiar facts, I do conclude that those procedures were most appropriate in the instant suit.

I am not unmindful that there is at least one issue that remains for decision. This issue, if decided in defendants' favor, would completely dispose of this suit. The other issues that may remain for decision might either bar some plaintiffs' rights if decided favorably to defendants or further define each class. It should be noted that what has been said in this memorandum shall be without prejudice to such of the issues as remain for the Court's decision.

For the reasons stated, the class suit issue is decided in plaintiffs' favor and the cause is set for pre-trial conference on September 28, 1959 - 4:00 p.m. for the purpose of setting a reasonable date within which additional plaintiffs must intervene or be barred.

DATED, September 8, 1959

Date to Be Set for Suits Against Food Advertisers

(Continued from Page 1)

and the extent of monetary damages.

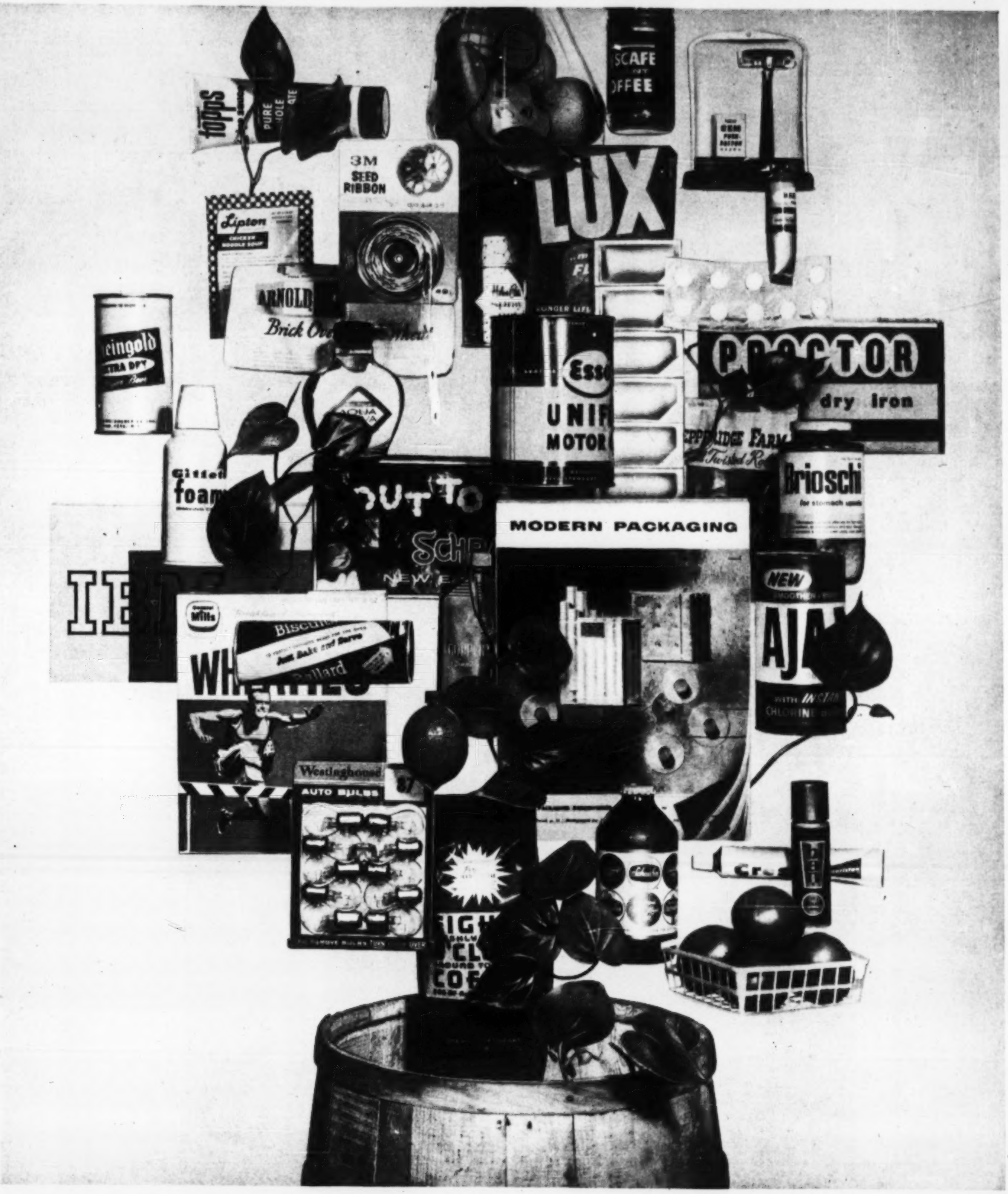
In addition to setting a time limit for other grocers to enter the suit, Judge Campbell also must decide the extent of damages suffered by each grocer.

William Kaplan, one of the attorneys for the grocers, told ADVERTISING AGE that the statute of limitations for this suit is two years prior to the filing of the suit. The suit was filed in March, 1956. Thus, General Foods, Hunt and Morton Salt presumably would be held accountable for all money spent for advertising in *Woman's Day* between March, 1954, and March, 1956.

The same grocers involved in this case filed a similar suit last week (AA, Sept. 21) against seven other food manufacturers, including Lever Bros., National Dairy Products Corp., National Biscuit Co., Nestle Co., Quaker Oats Co., Standard Brands and Adolph's Ltd.

■ Because of a recent change in the law, Mr. Kaplan said, the statute of limitations in this new suit is four years. Thus, these seven companies would be held responsible for any ad dollars spent in *Woman's Day* from September, 1955, the start of the statutory period, until the sale of the magazine by A&P in October, 1958.

Because of the importance of this case to the advertising field ADVERTISING AGE is publishing the full text of Judge Campbell's ruling in an adjoining column. #



"My, how you've grown!"

Packaging is a child of the 20th Century… born of the need to protect products as they moved from makers to markets. Its infancy was associated with butter tubs and cracker barrels… its "teens" with apothecary jars, tomato cans and cardboard candy boxes. But today it is a giant, serving more than forty industries and doing a 16½ billion dollar business.

What made it grow? Mass production played a big part, for it spurred the development of containers and packaging methods to keep pace with production. And, as distribution broadened, packagers demanded sturdier containers. But, paradoxically, packaging's greatest growth came during America's greatest depression. For merchandise had to be made more convenient and attractive to entice shoppers.

The '30s also marked the beginning of a new era in marketing. A few bold venturers rented abandoned warehouses and garages to sell food on a self-service, cash-and-carry, rock-bottom-price basis…and somebody invented the word "supermarket." Customers came with carts and Cadillacs …shopping centers shot up…self-service retailing spread to dozens of different products…packaging grew by leaps and bounds.

Today's shopper enjoys the benefits of the inventive ingenuity of thousands of chemists, designers, engineers and technicians…men who use glass, metal, paper and plastics to create packages of all kinds. They've built machines to make and handle these materials at phenomenal rates of speed…to turn out packages that provide the utmost in protection for the product and convenience for the customer.

Just as modern packaging methods contribute to the preservation, distribution and sale of products, so MODERN PACKAGING MAGAZINE contributes to the creation, development and adoption of ideas for better packaging. Ever since its founding in 1927 it has been the authority in its field. Its founders brought together *all* the packaging machinery manufacturers and suppliers of packaging materials…helped spark the formation of many of the associations that now represent what has become America's sixth largest manufacturing function.

Packaging is complex and dynamic. Advances are occurring at a swift pace in materials, methods and equipment in hundreds of different product lines. And packagers everywhere know they can depend upon the editors of MODERN PACKAGING for ideas and for accurate reporting of all the latest developments.

MODERN PACKAGING contains more original editorial material, has more paid subscribers, and carries more advertising than all other packaging publications combined. To reach the packaging market, use the magazine that packaging men *reach for*—MODERN PACKAGING.

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Reader Development Program Another Modern Packaging FIRST

In its new, two-fold *Readership Development Program*, MODERN PACKAGING now offers advertisers (1) authenticated coverage of the overwhelming buying power of the market and (2) an assured plan to attain constant readership. Since January 1959, a corps of readership development specialists has been making personal calls on packaging executives who receive MODERN PACKAGING. This group, which now numbers over 70 university professors in marketing, demonstrates the most efficient way for the individual reader to use MODERN PACKAGING in terms of his own specific interest. MODERN PACKAGING now is read by top executives in the companies responsible for over 80% of packaging materials purchases. Write for more facts about what this new publishing concept means to MODERN PACKAGING advertisers.

Ask to see this new audio film strip

A new 15-minute, 35 mm., full-color, audio film strip that tells how MODERN PACKAGING serves the packaging-using industries has just been completed. If you have a stake in the packaging field, it's "must" seeing. A note or a phone call from you will put your name on the list for an early personal showing.

THE MODERN PACKAGING ENCYCLOPEDIA ISSUE, which comes to readers as a 13th issue, is the only workbook of its kind in America. More than 100 authorities each year contribute material to keep the Encyclopedia complete and accurate. It contains over 800 pages, weighs over 5 lbs.

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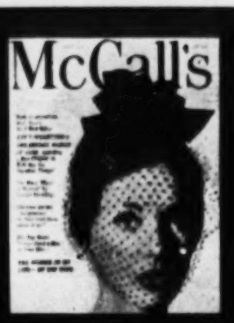

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McCall's today leads the field in presenting the most service, the most reader material in the most attractive 4-color editorial format in the service field. The results? Newsstands sell out issue after issue. Subscription renewals zoom upward, and you're guaranteed new circulation of 5½ million (up 300,000) beginning in February, 1960. New five-color presses developed exclusively for McCall's make possible a new economy in rates. No increase in cost-per-thousand for 4-color or 4-color bleed pages...as well as no extra charge for bleed. Put it all together and you've got McCall's formula for success...a better product, more attractively dressed and more economically produced, creates more readers and a better climate for your advertising message. No wonder McCall's today is your most efficient advertising buy. Ask your McCall's representative for details.